City of Cockburn
CHILDREN AND FAMILIES STRATEGY
2016–2021

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EXECUTIVE SUMMARY

This report outlines the background information, consultation data and process which have informed the development of the City of Cockburn's Children and Families Strategy 2016–2021.

The City's previous five-year Children's Services Strategic Plan outlined several strategies to improve children's services in the City. The City's success during this time was impressive and included the development of well-used services, a new all abilities regional playground, the establishment of a Children's Reference Group and recognition of excellence through the achievement of awards.

An examination of demographic data showed that approximately 3,500 additional children and their families will require services by the completion of the new plan and that a fifth of the current households in the City are couples with young children (under age 15). The data showed that the number of Cockburn residents born overseas is increasing and approximately 3% of the population speak English not well or at all; this is backed up by anecdotal evidence from City staff who reported a sharp increase in the number of families from culturally and linguistically diverse (CALD) backgrounds accessing services. Recent Australian Early Development Census (AEDC) data revealed that whilst the majority (80%) of children starting school in Cockburn are on track there has been a significant increase in the number of children struggling with social competence. Children living in Coolbellup are currently the most vulnerable.

To inform the development of the strategic plan, the City spoke with and listened to 381 children, 1,027 parents/caregivers, 10 community groups, and 30 City staff.

Children told us that they enjoy playing with their friends and outdoor spaces and child-friendly facilities are important to them; they want them to be affordable, exciting and well-maintained. Caring for the environment is important to children, as is technology. Parents and caregivers also told us that outdoors spaces are important and they specifically want more nature playgrounds with improved shade, toilet facilities and fences. Parents and caregivers want safe, crime-free communities with a reduction in traffic congestion. They want communities that are connected, and that they can contribute to and want a greater focus on local spaces and events. Parents and caregivers also want better access to affordable, quality child care, including occasional care. Community groups informed us that isolation was a big issue for parents and highlighted particular children and families in the community who may need specific attention or support such as families from Culturally Linguistic and Diverse Backgrounds.

The demographic data, background research and consultation information supported the development of the vision; outcomes; strategies and 65 actions.

Our vision for Cockburn is that children and families enjoy safe and equitable access to places, activities and support which enable them to thrive. We have identified four outcomes that we want to achieve in the City to move us towards this vision:

1. Cockburn has family-friendly facilities and environments which support healthy child development and family/community connectivity
2. Children and families in Cockburn have access to services, programs, activities, and events that support their health, wellbeing, and quality family time
3. Children and families in Cockburn are well-informed, valued, and involved in decision-making

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4. The City of Cockburn is informed of current and best practice research and collaborates effectively to identify and respond to the emerging needs of children and families

1. BACKGROUND

The City of Cockburn is currently well recognised as a leading provider of services for children and families and highly regarded for responding to trends and demands. The Children's Services Strategic Plan that covered the past five years (2010–2015) had six outcomes and 41 strategies. The six outcomes are represented in Table 1.

Table 1: Outcome areas in the Children's Services Strategic Plan 2010 - 2015

Child-friendly outdoor spaces and buildings	Children in the City of Cockburn have access to best practice child and family-friendly planned environments that support healthy child development, quality of life and inclusion for all
Social participation	Children aged 0-12 years in the City of Cockburn have affordable and equitable access to activities and events that support social participation and foster wellbeing and social integration
Respect and inclusion	That children in the City of Cockburn are recognised, included and encouraged to participate as valuable members in the social, civic and economic life of the city
Communication and information	That relevant information is readily accessible to children and families regarding current services, activities, and events. City of Cockburn staff and Children's service providers keep informed of changing policies and trends regarding children and families, both nationally and locally
Access to community and health services	Children and their parents/caregivers in the City of Cockburn are able to access affordable, inclusive, and quality community support and health services. Access includes cost, transport, availability of services, and physical/social access issues
Responding to the emerging needs of children and families	The City facilitates and/or develops new programs in response to the identified needs of children and parents/caregivers, with due consideration for the City's changing demographics and population growth

The City made significant progress toward achieving these outcomes over this period. Key achievements included:

1. Building Bibra Lake Regional Playground; regularly upgrading shade sails, and playgrounds across the district
2. Providing the well-attended *Froggy's Fun on the Green* initiative with over 3200 parents and children attending per annum
3. Delivering programs to support families of young children, such as Cockburn Early Years, Cockburn Family Support Service, *MyTime* and the *Family Dance with over 3536 families attending per annum*
4. *Co-ordinating 409,710 hours of Child Care Service to over 528 families per annum*
5. Coordinating a Children's Reference Group to involve children in planning and decision-making
6. Developing an integrated service model at the Cockburn Health and Community facility
7. Investing in the new early years collective impact initiative – *Connecting Community for Kids*

The City's achievements attracted two key awards during this period:

- 2013 The Children's Environment & Health Local Government Report Card Project – Best in WA and winner of four category awards (Childcare design and placement, Smoke-free environment, Prevention of Disease and Child Health and Development)
- 2014 The Children's Environment & Health Report Card Project – Winner of the Childcare Centre Design and Placement category and three commendable awards (Aboriginal Child Health, Healthy Eating, Shade in Public Spaces)

In developing the new Children and Families Strategy, the City wanted to build on its strong performance and include a greater emphasis on the following:

1. Families – to explicitly include consideration of families alongside the needs of children
2. Capacity-building – to support individuals, groups, and organisations to plan and take action in their own communities
3. Communication – to improve working collaboratively internally and to expand, and better target, communication to the community
4. Partnerships – to collaborate with others in order to best meet the needs of children and families
5. Children's participation – to expand this beyond the Children's Reference Group (CRG)

2. METHODOLOGY

The development of the Children and Families Strategy 2016-2021 involved three key stages:

- Review and research
- Consultation and engagement
- Plan development

Review and research

The review and research stage of the new plan ran from December 2015 to January 2016 and included the following:

1. A review of the current Children's Services Strategic Plan 2010–2015 and an audit of what had been achieved during the period
2. The identification of what facilities, services, events, activities, and programs the City is currently providing for children and families
3. A review of what other Local Government Authorities (LGAs) are currently providing for children and families
4. An analysis of demographic data for children and families living in the City
5. A review of the current issues and trends relevant to the health and wellbeing of children and families

Consultation and engagement

The consultation and engagement stage of the new plan ran from February to April 2016 and included the following:

1. A review of previous (recent) consultation findings
2. Identification of key target groups and the development of a stakeholder engagement plan
3. Delivery of consultation actions identified in the engagement plan
4. Collation of consultation and engagement data

Plan development

The plan development stage ran from April to June 2016 and included the following:

1. Identification of current demands, trends, and future needs of children and families in the City
2. Assessment of current service provision and availability of information to meet future needs
3. Development of evidence-based strategies and actions regarding the type and location of future facilities, services, events, activities and programs that need to be provided or facilitated for children and families over the next five years
4. Development of three publications: a report to the community, an informing report, and an implementation plan

Reference groups

The development of the Children and Families Strategy 2016–2021 was informed by two reference groups, the Children's Reference Group (CRG) made up of local children, and an in-house working group made up of Family and Community Development staff, Child Care Services staff, and Support Services staff.

Children's Reference Group (CRG)

The Children's Reference Group met twice during the development of the plan. At the first meeting, CRG members tested the activities planned for the children's workshop that would be run with other groups of children. This second meeting was held to check that we had accurately represented children's ideas and that we hadn't missed anything in the draft plan. It also tested some preliminary wording for developing a child-friendly version of the document.

In-house working group

The in-house working group met seven times during the development of the plan and also provided input and feedback via email and phone to the consultant developing the plan. The role of the working group was to provide input and oversight of the development of the plan.

3. OTHER INFORMING STRATEGIES

A number of current City strategies were reviewed to inform the development of the Children and Families Strategy 2016–2021.

Strategic Community Plan 2016–2026

The Children and Families Strategy (C&FS) supports a number of key strategies with the City's recently re-developed Strategic Community Plan (SCP). Table 2 illustrates which areas of the current plan supports the focus areas and strategies in the SCP.

Table 2: Strategic links with the SCP

SCP focus area	SCP strategic objective	C&FS strategic links
City Growth Planning for the City's population growth and maintaining a strong financial position	Continue revitalisation of older urban areas to cater for population growth and take account of social changes such as changing household types	1.1, 1.2, 1.3 4.2
	Ensure growing high density is balanced with the provision of open space and social spaces	1.1, 1.2, 1.3
	Maintain service levels across programs and areas	2.1, 2.4, 2.5, 2.6 4.2

Moving Around	Reduce traffic congestion, particularly around Cockburn Central and other activity centres	1.3
Facilitating safe, efficient, connected, sustainable movement around the City	Identify gaps and take action to extend the coverage of the cycle way, footpath and trail networks	1.3
	Improve connectivity of transport infrastructure	1.3 2.5
	Advocate for improvements to public transport, especially bus transport	2.5
Community, Lifestyle and Security	Provide residents with a range of high quality programs and services	2.1, 2.2, 2.4, 2.5, 2.6 3.5
Providing safe, attractive, healthy programs and infrastructure for a diverse range of activity and people	Provide community facilities and infrastructure in a planned and sustainable manner	1.1, 1.2, 1.3 3.4
	Provide safe places and activities for residents and visitors to relax and socialise	1.1, 1.2, 1.3 2.1, 2.2, 2.3, 2.5
	Create and maintain recreational, social and sports facilities and regional open space	1.1, 1.2
	Foster a greater sense of community identity by developing Cockburn Central as our regional centre whilst ensuring there are sufficient local facilities through our community	3.4
Social and Environmental Responsibility	Sustainably manage our environment by protecting, managing and enhancing our unique natural resources and minimising risks to human health	1.3
Enabling a sustainable future – economically, socially, and environmentally, including business activity, job opportunities and sustainable use of resources	Improve the appearance of streetscapes, especially with trees for suitable shade	1.3
Leading and Listening	Listen to and engage with our residents, business community with greater use of social media	3.1, 3.2, 3.3, 3.4 4.1, 4.2
Being accountable to the community and engaging through multiple communication channels		

Other strategies and plans

A number of other City strategies and plans informed the development of the Children and Families Strategy 2016–2021, including:

- Corporate Business Plan 2012/2013 – 2016/2017
- Disability Access and Inclusion Plan 2012 - 2017
- Event Strategy 2014 – 2019
- Guidelines for Community Gardens
- Libraries Strategic Plan 2014 – 2019
- Public Health Plan 2013 – 2018
- Public Open Space Strategy 2014 – 2024
- Reconciliation Action Plan 2013 - 2016

- State of Sustainability Report 2014 – 2015
- Youth Services Plan 2011 – 2016

4. DEMOGRAPHIC INFORMATION

Population figures and growth

The City of Cockburn currently has a population of approximately 105,000 residents, with predicted population growth of 3.5% per annum over the next five years (Australian Bureau of Statistics, 2015). Cockburn has a younger population than Greater Perth. In 2011, children aged 0 to 12 made up 18%, and children aged 0 to 4 made up 7.6% of the population in the City of Cockburn (Australian Bureau of Statistics, 2015). In 2011, the largest population increase in the City of Cockburn was in the 0 to 4 age bracket. Assuming that the proportion of children remains steady and does not decline, there will be approximately 3,500 additional children and their families requiring services by the completion of the new Children and Families Strategy (see Table 3).

Table 3 – Predicted population growth in the City of Cockburn 2015-2020

Year	Total[1]	Children (0-12)[2]
2015	105,000	18,900
2016	108,700	19,550
2017	112,500	20,250
2018	116,400	20,95
2019	120,500	21,700
2020	124,700	22,450
Total change	**19,700**	**3,550**

Between 2006 and 2011, the number of households with children increased by 18.6% (2,428 households). In 2010, the birth rate amongst 15 to 44-year-old women in the City of Cockburn was significantly higher than the overall Western Australian rate, at 74.5 per 1,000 women compared with the overall Western Australian rate of 63.4 per 1,000 (Department of Health, 2012).

Family structures

In 2011, there was a larger proportion of couples with young children (under 15 years) living in the City of Cockburn compared to Greater Perth (20.6% of total households compared with 17.3%) (profile.id, 2015). This trend was similar for single parent households (4.4% being the proportion of single parent households with young children in Cockburn compared to 3.9% in Greater Perth).

Socio-Economic Indexes for Areas (SEIFA)

In 2011, Cockburn was ranked 18th in state and Metropolitan Perth in the SEIFA, with pockets of significant disadvantage in the suburbs of Coolbellup, South Lake and Hamilton Hill (Australian Bureau of Statistics, 2013).

Language, culture and religion

In 2011, 1.8% of the population of the City of Cockburn was Aboriginal or Torres Strait Islander (ATSI). The ATSI population has a younger age structure than the non-Indigenous population (median age of 21.8 years compared to 37.6 years) (Australian Bureau of Statistics, 2016). In 2011, 3.2% of children

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[1] Rounded to the nearest 100
[2] Rounded to the nearest 50

aged 0 to 9 were ATSI, which was a quarter of Cockburn's ATSI population. The suburbs with the highest number of ATSI residents included Hamilton Hill, South Lake, Coolbellup and Spearwood.

In 2011, approximately a third of the City residents were born overseas (32.4%) and 18% were from non-English speaking backgrounds (profile.id, 2015). An analysis of the country of birth of the population in the City of Cockburn in 2011 compared to Greater Perth shows that there was a smaller proportion of people born overseas and a smaller proportion of people from a non-English speaking background. However, between 2006 and 2011, the number of people born overseas living in the City increased by 7,663 or 35.9%, and the number of people from a non-English speaking background increased by 4,438 or 38.7%. Nearly 25% of people born overseas living in the City of Cockburn arrived in the last five years (2006-2011).

An analysis of the language spoken at home shows that there was a smaller proportion of people who spoke English only living in Cockburn, and a larger proportion of those speaking a non-English language (either exclusively, or in addition to English) than Greater Perth (profile.id, 2015). In 2011, 2.8% of Cockburn residents spoke another language and spoke English not well or not at all, which was slightly higher than Greater Perth (2.4%). The highest number and proportion of Cockburn residents speaking another language and English not well or not at all lived in Spearwood (5.7%), Hamilton Hill (4.3%), Success (3.2%) and South Lake/Cockburn Centre (3.1%). A significant number (3,765) did not state their proficiency in English in the census, which could be because of poor English skills which would inflate these figures.

An analysis of the religious affiliation of Cockburn residents in 2011 shows that there was a higher proportion of people who professed a religion and a lower proportion who stated they had no religion compared to Greater Perth (profile.id, 2015). The largest single religion in the City of Cockburn was Western (Roman) Catholic (32.9% of the population), a significant increase from the previous five years.

Health and wellbeing

The City of Cockburn has a higher rate of mental health problems than Western Australia as a whole (17.7% compared to a WA estimate of 13.9%), however, a higher proportion of City of Cockburn residents (9.6%) also reported having accessed mental health services (from 2008–2011), compared with the State average of 6.1% (Department of Health, 2012)

Seventy-four percent of the adult population in the City of Cockburn are either overweight or obese (City of Cockburn, 2013) highlighting the need for urgent attention to promote and support healthy lifestyle choices for families.

The rate of childhood immunisation within the City of Cockburn is comparable to the rest of the State; however, City of Cockburn children are 10 per cent more likely to receive their immunisation from a general practitioner (GP) than the average Western Australian (Department of Health, 2012).

Disability

In 2011, 3.5% of the population in the City of Cockburn reported needing help in their day-to-day lives due to disability (profile.id, 2015). This statistic included 59 children aged 0 to 4 (0.9% of age group), 145 children aged 5 to 9 (2.5% of age group) and 232 children/young people 10 to 19 (2% of age group). In the 0 to 12 age group, it is fair to say that approximately 2% of children needed help in their day-to-day lives due to disability. This is consistent with 2003 ABS data reported in the City's Disability

Access and Inclusion Plan, which states that 1.8% of children and young people aged 0 to 14 years have a disability.

Education

City of Cockburn has eight schools that fall below the average Index of Community Socio-Educational Advantage (ICSEA).[3] These are from highest to lowest:

- South Coogee Primary School (992) – Beeliar
- Newton Primary School (990) - Spearwood
- East Hamilton Primary School (985) – East Hamilton Hill
- Yangebup Primary School (963) - Yangebup
- Spearwood Primary School (961) - Spearwood
- South Lake Primary School (937) – South Lake
- Coolbellup Primary School (930) - Coolbellup
- Southwell Primary School (809) – Hamilton Hill

The suburbs many of these schools are located in reflect pockets of significant disadvantage in the City of Cockburn. They also match where a higher proportion of residents speaking another language and/or English not well or not at all reside

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[3] Using the Index of Community Socio-Educational Advantage (ICSEA) calculation to describe school populations on the My Schools website, the average value of all schools' ICSEA values is set at 1000. This represents the 'middle ground' of educational advantage levels among Australian school students.

Australia Early Development Census (AEDC)

The Australian Early Development Census (AEDC) is a nationwide measure that looks at how well children across Australia are growing up or developing; it can pinpoint where communities are doing well and where they can improve. Every three years since 2009, teachers of children in their first year of full-time school have used an early development instrument for every child in their class. The census measures five different elements or domains[4] that are important for children's development, these are:

- physical health and wellbeing (physical)
- social competence (social)
- emotional maturity (emotional)
- language and cognitive skills (language)
- communication skills and general knowledge (communication)

The data collected measures the proportion of children who are considered to be developmentally on track, at risk or vulnerable.[5] The AEDC data collected in 2015 was released in March 2016 and provides the most up-to-date snapshot of how children in the City of Cockburn are faring upon entry to school.

In total, 1460 children living in the City of Cockburn participated in the 2015 census (Australian Early Development Census, 2016). The City of Cockburn has a lower proportion of children developmentally vulnerable across one or more domains than the Western Australian and Australian averages, however 20% of children are vulnerable in one or more domains, and 8.5% are vulnerable across two or more domains. In the domains of physical, language and communication, more children living in City of Cockburn are developmentally on track in comparison to both the Australian and Western Australian average. In social and emotional domains, more children in the City of Cockburn are either vulnerable or at risk than the average.

Looking at the data trends for children on track over the last three census periods (from 2009 to 2015), there has been a significant[6] improvement over the last six years in the proportion of children on track in the language domain, however, there has been a significant decrease in the number of children on track in the social domain (see figures in Table 4).

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[4] Appendix A contains tables which explain the characteristics of each of the domains in relation to children who would be considered 'developmentally on track', 'developmentally at risk', or 'developmentally vulnerable'.

[5] In 2009, when the first AEDC was undertaken, a series of benchmarks was established. Children falling below the 10th percentile were considered 'developmentally vulnerable', children falling between the 10th and 25th percentile were considered 'developmentally at risk' and all other children were considered to be 'on track'. From the 2012 collection onwards, children in the national AEDC population who score above or below the 2009 baselines for being on track, at risk, or vulnerable are classified as such.

[6] Significant refers to statistical significance.

Table 4: Percentage of children on track in the City of Cockburn

	Physical	Social	Emotional	Language	Communication
On track in 2009 (%)	80.4	78.8	75.6	72.6	78.0
On track in 2012 (%)	80.6	77.6	75.2	78.7	80.8
On track in 2015 (%)	82.0	74.9	74.6	85.3	81.1
2009 vs 2012 (%)	0.2	-1.2	-0.4	6.1	2.8
2012 vs 2015 (%)	1.4	-2.7	-0.6	6.6	0.3
2009 vs 2015 (%)	1.6	-3.9	-1.0	12.7	3.1

Looking at the data trends for children at risk over the last three census periods (from 2009 to 2015), it is positive to note that there have been significant reductions in the proportion of children at risk over three domains: physical, language and communication. However, there has been a significant increase in the number of children at risk in the social domain (see figures in Table 5).

Table 5: Percentage of children developmentally at risk in the City of Cockburn

	Physical	Social	Emotional	Language	Communication
At risk in 2009 (%)	12.1	13.7	16.0	18.5	15.4
At risk in 2012 (%)	11.2	15.2	16.0	14.8	11.7
At risk in 2015 (%)	9.9	17.2	17.1	11.0	12.3
2009 vs 2012 (%)	-0.9	1.5	0.0	-3.7	-3.7
2012 vs 2015 (%)	-1.3	2.0	1.1	-3.8	0.6
2009 vs 2015 (%)	-2.2	3.5	1.1	-7.5	-3.1

Looking at the data trends for children developmentally vulnerable in one or more domains over the last three census periods (from 2009 to 2015), it is positive to note that there are now significantly fewer children vulnerable in the language domain. Another positive trend is that there has been a significant decrease in the proportion of children who are vulnerable across two or more domains (see figures in Table 6).

Table 6: Legend for Table 7

Highest percentage	
Lowest percentage	

Table 7: Percentage of children developmentally vulnerable across one or more domains

	Physical	Social	Emotional	Language	Communication	One or more	Two or more
Developmentally vulnerable in 2009 (%)	7.5	7.5	8.3	8.9	6.5	18.7	10.0
Developmentally vulnerable in 2012 (%)	8.2	7.2	8.8	6.5	7.5	21.8	9.4
Developmentally vulnerable in 2015 (%)	8.1	7.9	8.4	3.7	6.6	20.0	8.5
2009 vs 2012 (%)	0.7	-0.3	0.5	-2.4	1.0	3.1	-0.6
2012 vs 2015 (%)	-0.1	0.7	-0.4	-2.8	-0.9	-1.8	-0.9
2009 vs 2015 (%)	0.6	0.4	0.1	-5.2	0.1	1.3	-1.5

The AEDC data allows for the results to also be examined by suburb to identify areas where children are especially disadvantaged. The data in Table 8 shows that vulnerabilities are not evenly shared across the suburbs. Children in Coolbellup are currently the most vulnerable, with children living in this suburb falling into the highest bracket of vulnerability across three domains: physical, emotional and communication, and having close to a third of children vulnerable across one or more domains and nearly one in five vulnerable across two or more domains. Table 8 also contains the numbers of children in each suburb that participated in the census.

Table 8: Proportion of children vulnerable across the five domains by suburb in the 2015 Census

	Number	Physical	Social	Emotional	Language	Communication	One or more	Two or more	SEIFA
Atwell #[7]	165	1.9	6.4	1.9	0.6	2.6	9.6	3.2	1,084
Aubin Grove	146	6.3	2.8	0.7	0.7	6.3	12.6	3.5	1,123
Banjup	20	5.0	15.0	15.0	5.0	10.0	25.0	15.0	1,090
Beeliar	127	8.6	9.5	11.2	4.3	5.2	21.6	9.5	1,049
Bibra Lake #	62	4.9	4.9	9.8	6.6	6.6	18.0	8.2	1,060
Coogee	55	7.7	3.8	11.5	3.8	0.0	23.1	3.8	1,066
Coolbellup	71	17.6	11.8	17.6	7.4	14.7	32.4	19.1	943
Hamilton Hill	121	10.8	8.2	12.7	6.3	8.1	26.1	13.5	950
Hammond Park	97	4.3	5.3	4.3	1.1	5.3	10.6	4.3	1,107
Jandakot	33	6.3	3.1	3.1	3.1	6.3	15.6	6.3	1,016
Munster	75	12.7	12.7	15.5	1.4	4.2	29.6	12.7	1,035
South Lake	84	15.9	17.1	6.1	6.1	8.5	23.2	14.6	992
Spearwood	98	7.4	10.5	11.6	6.3	7.4	25.3	9.5	972
Success	182	10.6	9.4	8.8	4.7	10.0	25.3	9.4	1,077
Yangebup	107	4.0	4.0	10.1	3.0	6.0	15.2	6.0	1,026

The data also allows the exploration of the trends in data over the last three census periods. Table 9 outlines which suburbs have seen an improvement in their results over time and which have seen decreases across each domain.

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[7] # AEDC data collection is between 60% and 80% of the ABS five-year-old population; interpret with caution

Table 9: Analysis of the suburbs which have shown significant improvement or worsening of their results from 2009 to 2015

	Physical	Social	Emotional	Language	Communication	One or more	Two or more
Improved	Atwell Coogee*[8]	Aubin Grove Coogee* Hamilton Hill*	Atwell Aubin Grove South Lake	Hamilton Hill Jandakot Munster South Lake Yangebup	Aubin Grove South Lake Yangebup	Atwell Aubin Grove Jandakot* South Lake* Yangebup	Atwell Aubin Grove Coogee* Yangebup
Worsened	Coolbellup* Success	Coolbellup* Munster South Lake* Spearwood Success	Bibra Lake* Coolbellup* Hamilton Hill Munster		Success	Coogee**[9] Coolbellup* Hamilton Hill* Munster Spearwood Success	Coolbellup***[10]

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[8] * The change is significant in the last three years only

[9] ** The overall change from 2009 to 2015 is significant, but the change of the last three years is not significant

[10] *** There has been significant overall improvement over the six-year period, but there were significantly more numbers vulnerable in the last period.

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5. RESEARCH AND TRENDS

Research conducted during the research and review phase of the plan revealed a number of issues and trends that have become increasingly important and relevant for the health and wellbeing of children and families both in Australia and overseas over the last five years.

The early years

The importance of the early years is not a new issue, but is still very much on the agenda with ever increasing understanding of the importance of resourcing this critical period. There is clear evidence that what happens in the first three to four years of a child's life is critical, and that if we get it right in the early years, children will most likely thrive throughout school and into their adult lives. The quality of a child's earliest environments and the availability of appropriate experiences at the right stages of development are crucial determinants of the way each child's brain architecture develops (Australian Early Development Census, 2015).

The middle years

An emerging body of research confirms that early adolescence, or the middle years (from eight to thirteen years)[11], is a critical stage in children's development. It is a period in which major changes occur at multiple levels of a child's life; it is also a time during which many children engage in various risk-taking activities and when established symptoms of mental health disorders begin to emerge. Despite this, the developmental needs of children in their middle years appear to be relatively neglected in Australian policy and practice, including in Western Australia (Commissioner for Children and Young People, 2015).

Aboriginal and Torres Strait Islander children

In 2014, the Commissioner for Children and Young People undertook a consultation with over 1,200 Aboriginal and Torres Strait Islander children from across WA, to find out what was important to them, what they need for their future and their hopes for the future (Commissioner for Children and Young People, 2015). Five key themes emerged from the consultation:

1. That strength and connectedness of family and the communities they live in play a fundamental role in determining the wellbeing of Aboriginal children and young people
2. That culture is central to the wellbeing of Aboriginal children and young people
3. That successful participation in education is essential for children and young people to realise their full potential, but that Aboriginal children and young people identify there is sometimes a lack of opportunity
4. That recreational activities, especially sport, is important to Aboriginal children and young people
5. That Aboriginal children and young people experience racism and that reconciliation is important to them

Children from culturally and linguistically diverse backgrounds

Staff at the City reported a substantial increase in families from culturally and linguistically diverse (CALD) backgrounds using services. In 2015, the Commissioner for Children and Young People undertook a consultation to find out about the issues that affect children and young people under the

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[11] There is no universally agreed up definition of which ages are included in the middle years, however ages 8 to 13 is the most frequently used.

age of 18 from CALD backgrounds (Commissioner for Children and Young People, 2016). They found that the best things about living in Australian for these children was family and friends, sport, freedom and safety, opportunities (including education and employment) and comparative ease of access to food, housing and health care. Racism, bullying, discrimination and stereotyping were among the things children found most difficult about living in Australia. Other things that were hard included separation from family, loss of culture, learning English, making friends and learning how to get around.

Disability

Since July 2014, Western Australia has been participating in a two-year trial of the National Disability Insurance Scheme (NDIS). The WA NDIS My Way model is currently being implemented in Cockburn and Kwinana. This is a significant program that will affect families of children with disabilities for at least the next two years (and probably beyond this as the scheme is rolled out across the country).

Mental health

In 2011, the Commissioner for Children and Young People undertook an Inquiry into the mental health and wellbeing of children and young people in Western Australia. Fifty-four recommendations were produced as part of the Inquiry report. The Commissioner recently released a review of the implementation of the recommendations in the 2011 report titled *Our Children Can't Wait* (Commissioner for Children and Young People, 2015). The document reviews both significant developments and the significant gaps and challenges remaining. In recent years, there has been a critical focus on infant mental health, and the importance of a multidisciplinary approach to supporting the healthy social and emotional development of infants during the critical 0 to 3 age period (The Australian Association for Infant Mental Health Inc, 2016).

Obesity

Obesity (and associated health problems) is one of the leading health concerns for children in Australia. In WA, approximately a quarter of children under ten are overweight or obese (Australian Institute of Weight and Welfare, 2015). This is a statistic which is increasing over the course of an individual's life span. In Cockburn, 74% of adults are considered overweight or obese, making it the City's key public health priority.

Access to the outdoors and natural spaces

Over the last five to ten years there have been growing concerns about children's access to and engagement with the outdoors and natural spaces. It is well documented that over a number of years, children's physical outdoor boundaries have shrunk and unstructured free play outside has decreased. Research is revealing that this is having serious impacts on children's health, wellbeing, and development, including rising rates of childhood obesity, childhood diabetes, behaviour disorders, depression and a diminished sense of place and community. At the same time, the research shows that participation in nature play has the ability to enhance children's cognitive flexibility and creativity, boost self-esteem, improve self-discipline, promote higher school achievement, develop a greater sense of efficacy, and reduce stress (Nature Play WA, 2015).

Risk and resilience

Research now shows that in countries like the United Kingdom, the United States and Australia, children are growing up in more risk-averse societies than ever before, and that this is having a detrimental effect on their decision making abilities, their executive functioning and their resilience (Ball, Gill, & Spiegal, 2012). All communities want children to be safe and secure, but the reduction of risk 'at

all costs' restricts children's play, limits their freedom of movement and constrains their exploration. In the United Kingdom, there is ground breaking work being done that explores the risk/benefit approach to managing play provision with the most important consideration for risk assessment and decision making being an understanding of the benefits that the provision offers.

Another topic that has an increasing body of knowledge and research developing around it is resilience. In 2014, the Commissioner for Children and Young People invited Dr Ungar to WA as the year's Thinker in Residence. Dr Ungar defines resilience as "the capacity of individuals to navigate their way to the psychological, social, cultural, and physical resources that sustain their wellbeing, in the context of exposure to significant adversity" (Commissioner for Children and Young People, 2014). Dr Ungar's work explains that the community has a significant role to play and that our goal must be to shape children and young people's environments by providing them with families, schools and communities that facilitate their growth, resilience and wellbeing. Children in the City of Cockburn have a greater vulnerability in the emotional maturity domain of the AEDC (compared to WA and Australia averages) and their social competence has decreased over the last six years, which indicates a focus on risk and resilience is needed.

Play

Over the last five to ten years, research, discourse, discussion, and increasingly policy development, around play and children's right to play, has been rising. There are concerns that children spend less time engaged in unstructured free play than ever before. The reasons for this include some of those mentioned above, such as less access to nature and a risk-averse culture, however children's access to play is also linked with over-scheduling (i.e. after school activities), increases in homework, a heavy focus on academic performance and in particular relation to the early years, the lowered age for formal education, and corresponding reduction in a play-based early curriculum. The balance between ensuring children have adequate access to unstructured free play and also adequate access to activities for skill development needs careful consideration.

Technology and screen time

In a recent poll conducted by the Royal Children's Hospital, 58% of parents cited excessive screen time as their biggest health concern for their children (The Age Victoria, 2015). The concept of screen time is a new and emerging area, often with conflicting information. It is also likely to be an area of focus for many researchers and policy makers over the next five years. Children are increasingly engaged with technology, and a wide variety of devices, in different ways than they were just a few years ago. This reality needs to have a focus in the plan, and ways of mitigating any potentially damaging effects and harnessing the positive effects should be addressed.

Child care and parenting

An analysis of the unpaid child care provided by the population in the City of Cockburn in 2011 compared to Greater Perth shows that there was a higher proportion of people who provided unpaid child care either to their own or to other children (31.1% compared with 28.2%) (profile.id, 2015).

The number of people who provided unpaid childcare for their own and/or other peoples' children in City of Cockburn increased by 4,247 between 2006 and 2011. This is likely reflective of the increase in the number of children aged 0 to 4 in the area as children in this age bracket are most likely to be cared for by a primary caregiver in the home.

In 2011, grandparents provided some care for 26% of all children aged birth to 12 years in Australia. Anecdotally, community organisations and City staff report that they see more grandparents caring for children and attending programs than ever before. This is a group that may not have been adequately consulted and whose needs are not always considered when planning for children and families.

The trend over time has been for more children to be in out of home care for one or more days per week, and achieving a healthy and enjoyable work/life balance is increasingly a challenge for parents. Parents often receive messages that they should be spending more time with their children, and feel guilty for time apart, despite research showing the majority of parents are spending more time actively engaged with their children than they did two decades ago (The Courier Mail, 2015).

Isolation and lack of traditional support systems are increasing challenges faced by today's parents, with many moving away from family and friends for jobs or a better lifestyle.

Financial pressures

In the survey of over 400 parents conducted in the City of Cockburn in 2015, when asked what the biggest challenge was for families with young children, the most common response (14%) was financial hardship. Over the last two years in Western Australia the mining boom has been in decline. This has led to a number of job losses, primarily of males on fly-in-fly-out (FIFO) rosters. The City of Cockburn as a whole was ranked 18th in state and Metropolitan Perth in the SEIFA; and an analysis of weekly individual income shows that in comparison between the City of Cockburn and Greater Perth in 2012, there was a lower proportion of people earning a high income (those earning $1,500 per week or more), but a similar proportion of people on low incomes (those earning less than $400) per week.

6. EXISTING SERVICES AND FACILITIES

The City of Cockburn is currently a leading provider of services for children and families and well regarded in the community for the work it does in this area. In 2016, the City employed 13 children - focused staff positions. Table 10 contains a snapshot of what the City currently provides for children and families across the four main outcome areas of the Children and Families Strategy 2016–2021.

Table 10: City of Cockburn current provision for children and families (as at June 2016)

Outcome area	Current provision
Outcome 1 Facilities and environment	• One community hub, one integrated health and community facility, three family centres, twelve community halls and centres, one youth centre (all used for services and programs delivering to children and families) • 210 parks and reserves, including 153 playgrounds • Four skate parks and two BMX jump tracks • Six sport and recreation centres • One leisure centre, including crèche facilities • New aquatic centre (under construction) • Three libraries, inclusive of children's areas in all three • One museum • Buildings for child health clinics • Buildings with subsidised accommodation costs for community organisations that provide children and family services • Purpose-built playgroup facility • Venues for two toy libraries

	• Accessible beach facilities at Port Coogee • Water play areas at Cockburn Central and Port Coogee
Outcome 2 Services, programs and events	• Froggy's Fun on the Green (free outdoor playgroup sessions) • Environmental programs, such as Wild About Wetlands and Cockatoo Kids Club, and services, such as Native Arc • BLISSCO – sport and craft (outdoor youth sessions) • Skateboard coaching clinics and competitions • Library activities – Pram Jams, Storytime, school holiday activities, after school clubs, and special events • Museum school holiday programs • Annual events: Hello Baby, Family Dance, Teddy Bears Picnic • KidSport program • Family Support Services (Coolbellup and Success), including short term counselling, groups, and workshops • Cockburn Early Years, including MyTime, Sing and Play, Parenting by Connection workshops, and home visiting (including transport to MyTime) • Parent hub sessions e.g. Beeliar Hub • Financial counselling • Children's Development (including parenting talks and short term programs) • City crèche facilities *All activities, programs, events, and services listed above are free or low cost* • Three-year old playclub (Atwell) • In Home Care (IHC) and Family Day Care (FDC) schemes
Outcome 3 Information and engagement	• Children's Reference Group (meets regularly) • Youth Advisory Collective (meets regularly) • Aboriginal Reference Group (meets monthly) • Disability Reference Group (meets monthly) • Library, Community Development, Youth Centre and City Facebook pages • Cockburn Soundings • Cockburn Kids Parent e-newsletter • Emails sent to schools, playgroups, child care centres, pre-kindys, Child Health Nurses, and Family Centres (at least twice per term) promoting services • School Update highlighting 16 City of Cockburn Services relevant to primary and high schools • Hello Baby child development calendar • Hello Baby resource list for new parents • City website
Outcome 4 Research and partnerships	• Participation in the Purely Early Years Network • Family Support Network • Connecting Community for Kids- Early Years Collective Impact • South West Metropolitan Partnership Forum (SWMPF) • Partnerships with co-located services • City grants and donations

	Partnerships with not for profit community groups such as Meerilinga, Yangebup Family Centre, South Lake Ottey Centre

7. CONSULTATION

Consultation process

Four stakeholder groups were consulted during the consultation and engagement stage of the development of the plan: children, parents/caregivers, community organisations, and City of Cockburn staff members. The timeframe for engagement was short, which meant current networks, lists, partnerships, and communication methods were heavily relied upon.

In addition to the data collected as part of this consultation, over the last two years the City also collected information from children, parents and community organisations on a range of topics and three reports were produced. These were:

- Connecting Community for Kids – Cockburn Parent Survey 2015
- Children's Reference Group – Children's Survey 2015
- AEDI Local Champion Community Report: Strengths, Needs and Resources 2014

This data was included in the analysis and development of the current plan and the methods and numbers are included in the Table 11.

Table 11: Method, numbers and date of consultations used during the consultation and engagement stage of the plan

Group	Method	Number[12]	When
Children	Workshops (six held)	114	2016
	Art competition	98	2016
	Postcard	116	2016
	CRG survey	53	2015
	TOTAL	**381**	**-**
Parents/caregivers	Postcard	225	2016
	Online survey	137	2016
	Key questions in public spaces	179	2016
	Case studies	4	2016
	Focus groups (three held)	19	2016
	Individual correspondence	5	2016
	Facebook posts	32	2016
	Parent survey	431	2015
	TOTAL	**1,027**	**-**
Community groups or businesses	Meetings	2	2016
	Survey	8	2016
	TOTAL	**10**	**-**
City of Cockburn staff	Meetings (12 held)	30	2016

A detailed description of each of the methods used as part of the consultation process for each of these groups can be provided upon request.

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[12] This table accurately reports the number of people that engaged in a method of consultation, however the same person may have used two methods, i.e. completed a postcard and contributed an entry in the art competition

Challenges and limitations

Two significant challenges were encountered during the consultation phase. The first was engagement with community organisations. The intention was to consult with this stakeholder group through a structured workshop. For reasons not clear, it was not possible to get the majority of community organisations to attend a workshop, with most not responding or declining to participate.

The second challenge was gauging the number of fathers who may have contributed to the review. We did not include a question on the postcard or online survey about the gender of the respondent, so it is not possible to know how many fathers responded. Fathers are a group which is traditionally difficult to engage with and it is reasonable to assume that the majority of the respondents were mothers.

Consultation outcomes[13]

Children, parents/caregivers and community groups all told us about what they thought was working well for children and families and what they thought needed to be improved or changed.

Children

Children told us what they like doing in the City of Cockburn and what they thought was important; they told us that:

- They enjoy being with their friends and playing
- They like being outdoors and their favourite activities are physical and active
- Outdoor parks and playgrounds are important - they like water and adventure elements, and being able to manipulate their environment, for example build cubbies
- Fun and exciting venues and facilities are important - especially theme parks, skate parks, recreation facilities, also outdoor movies.
- The cost of entry to facilities is important and they want things to be free or cheaper
- They want the City to look appealing – to be bright, clean, and cared for
- That safety is important and they want good security, well-maintained spaces, and no bullying
- They are interested in fun shops that cater to their needs and interests
- They recognise the importance of school, but are unenthusiastic about time spent at school or homework
- They are concerned for those less fortunate
- The environment is important and they worry most about pollution and wildlife
- That technology is very important, and they did not want to imagine a world without it

Parents/caregivers

Overall, parents/caregivers were positive about living in the City of Cockburn and the activities, events, facilities, and programs provided for families. Parents/caregivers told us that they want:

- Parks, playgrounds and outdoor spaces to be clean and well maintained with good amenities
- More playgrounds to be fenced, have adequate shade and include natural elements
- Café facilities at playgrounds and more child friendly café and businesses
- Access to community gardens and more greening/verge development in the City
- A reduction in petty crime and an increase in security in the City
- Improved traffic flow

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[13] A large volume of rich consultation data was collected from children and parents/caregivers. Information from those methods can be requested.

- More regular programming at Spearwood Library
- Activities for younger children during the school holidays
- Accessible and affordable activities for children with disabilities or additional needs.
- Access to affordable, quality child care, including occasional care
- More local high schools
- A greater focus on local places, events, and community building, including local/small parks
- To develop communities where neighbours know each other and to contribute to local projects

Community groups

Community groups told us that isolation was a big issue for parents who found it difficult to access transport or who were facing other challenges. They highlighted particular children and families in the community who may need specific attention or support such as families from a culturally and linguistically diverse background.

City staff

City staff identified the need for a greater focus on families alongside the needs of children in the new plan. The also saw the need to provide more support for individuals, groups, and organisations to plan and take action in their own communities

City staff identified the need to improve internal communication and working collaboratively in order to identify gaps, avoid duplication, and plan for the best use of resources. They also wanted to improve communication with specific target groups, namely fathers, grandparents, and families from culturally and linguistically diverse backgrounds.

Staff identified the need for partnerships to be strengthened and roles more clearly delineated in order to make the best and most effective use of City resources in meeting the needs of children and families. They also expressed a desire for children's participation to expand beyond the Children's Reference Group (CRG) and be recognised and utilised across a number of City departments.

8. ANALYSIS

The data gathered during the research and review, and the consultation and engagement stages informed the exploration of trends, themes and issues and the development of vision, outcome and strategies. A summary of the evidence that led to the development plan is outlined below.

Vision

The vision of the Children and Families Strategy 2016 – 2021 is that:

> *Children and families in the City of Cockburn enjoy safe and equitable access to places, activities and support that enables them to thrive*
>
> Safety was a strong theme from the consultation and very important to both children and families. Children and families need to feel safe to be able to access facilities and services. Staff and community groups also stressed the importance of equitable access and for additional attention to be paid to those who were the most vulnerable and isolated in the community in order to facilitate this.

The consultation data showed that a great number of places (including facilities and infrastructure) and activities (including events and programs) provided by the City were very important to children and

families. Of special importance were those that were outdoors, drew families together and improved connection to community. Again, there were a number of children and families who needed support to enable their family to access places and activities and also to reach their full potential.

Outcome 1 – facilities and environment

The first outcome area relates to facilities and environment. Three strategies were developed to achieve this outcome:

> *Outcome 1: The City of Cockburn has family-friendly facilities and environments which support healthy child development and family/community connectivity*

A large proportion of the information received from children and parents/caregivers related to playgrounds and parks. Predominately the feedback focused on five main areas, which mirrored anecdotal feedback received by City staff:

1. The desire for more shade over play spaces
2. The need for more toilets in parks
3. The preference for fences or better boundaries around play spaces to facilitate safe access for small children and children with disabilities
4. The strong preference for play spaces which incorporated natural elements, and that enable manipulation of materials
5. The strong preference for water play elements in parks and play spaces

Many of the areas above can (and should) start to be addressed immediately, however a strategic approach that draws on best practice research is needed to adequately address all of them. In a local government the size of the City of Cockburn, the development of a City-wide play space approach will ensure that resources are prioritised and directed wisely. A play space strategy will also facilitate full consideration of some of the key issues identified in the review, such as access to nature play, risk and resilience, and unstructured play. The disparity in the play spaces and infrastructure provided by developers in new communities was highlighted during the review. Some developers over-embellish to attract people to the newly developed community, however the existing community don't realise that it's not the City putting in the play provision and they feel it's unfair. In the interim, it may be that guidelines for developers could be created, which may be the starting point for the development of a play space strategy. Another interim idea is a pop up play space program, whereby loose parts are placed in spaces for a short period and monitored by the local community to provide new play opportunities and test a new area for community ownership.

Access to coffee and/or snacks at playgrounds and children's programs (such as Froggy's Fun on the Green) came up regularly in consultations with parents, and staff reported receiving regular anecdotal feedback that supports this. It is likely that the simplest, most cost effective way of achieving this with maximum flexibility would be to pursue a mobile coffee cart option. Staff have reported that there is current exploration of a social enterprise model developing out of Coolbellup Library which may be able to address this need. Parents and children also expressed the desire for businesses (mostly eateries) to be more child-friendly. Using connections with business and providing simple guidelines may facilitate small changes that will be profitable for businesses and provide better access for parents and children. Parents and children reported that they want more community gardens (or the like), green verge development, pedestrian and pram access, cycle paths, and better traffic management. A number of these reflect priority areas in the City's Strategic Community Plan. They are also addressed within other

City plans or strategies, however this consultation demonstrates a need for the opinions of children and families to be regularly considered in the review and implementation of these plans.

Play Street programs are well-funded initiatives in the UK which aim to give children the freedom to regularly play actively and independently in front of their homes. Local councils support regular, temporary street closures for a few hours, so that children are able to play together in the streets. Play streets reduce barriers to children engaging in unstructured play and increase community cohesiveness. A street play initiative is currently being supported in Melbourne and has been trialled in Perth. This plan suggests that Cockburn also explore developing a similar program.

Outcome 2 - services, programs and events

The second outcome area relates to services, programs, and events. Six strategies were developed to achieve this outcome:

> *Outcome 2 - Children and families have access to services, programs, activities, and events that support their health, wellbeing, and quality family time*

The community reported that the City provides a lot and does really well in meeting the needs of local families. In comparison to other Local Government Authorities (LGAs) the City of Cockburn does an excellent job providing a range of services, programs, activities, and events for children and families. The focus of this outcome area is on addressing the gaps and better coordination of provision.

The breadth of services provided mean that a number of City departments and staff are involved; staff interviews suggest that there are challenges with gaps, overlap and date clashes that could be well addressed by a more collaborative approach using regular planning meetings.

Parents consistently reported that they wanted more attention paid to local venues, and the provision of smaller, more localised events that draw community together and help them spend more time together as a family. Family-friendly outdoor movies, events, and music events were both frequently mentioned as things that families would like to access. Re-allocating some of the resources from the provision of large scale events towards supporting community organised local events will address this.

The highly popular Froggy's Fun on the Green outdoor play sessions are currently provided twice per week and due to the increasing demand with over 50 to 60 families regularly attending each session and the request for local services, it is proposed that a third session be provided to ensure a session is run in each ward every term.

Community groups advised that new parents groups found it difficult to transition to self-managed playgroups. The review highlighted that a small amount of City support in the first six months, through connecting the groups with venues and possibly offering them reduced/low hall hire fees, could be an option. The grandparent playgroup running from Meerilinga was positive support for that demographic, but access to and use of most playgroups by grandparents and fathers is low, and active inclusion support is needed.

Child care was a strong theme that came through all consultations over the last two years. Specifically, parents want access to occasional care and affordable, local, quality child care. This isn't an easy area to address, and in terms of the quality of care available, the City only has responsibility for the FDC and IHC schemes it coordinates. There may be a role for the City to play in working collaboratively to improve child care operators' understanding of the AEDC data, and being a conduit for parent access to information about vacancies.

Community organisations and staff indicated the importance of the plan having a particular focus on families who are vulnerable or who have specific needs. Parental isolation was a significant issue for those that find it difficult to get out of the house, be it from not driving or other barriers, with this leading to depression and disconnection. A focus on improving access to transport is essential to supporting these families. It was suggested that two buses go to two key areas (Phoenix shopping centre and Gateways shopping centre) for events with RSVP required, and that better promotion of such options is needed.

Demographic data and staff observation indicates that there is a significant increase in families from non-English speaking backgrounds living in the City and accessing services. Staff involved in the development of this plan strongly advocate for the City's employment of a Multicultural Officer to adequately assess the needs and develop strategies to meet the needs of this demographic.

An analysis of the recently released AEDC data for the City of Cockburn, and a reflection on the change in this data over previous years, clearly shows which suburbs need to be the focus of work in the City. This work will be addressed by the Connecting Community for Kids initiative, but should also inform ongoing planning and resource allocation within the City with the aim of seeing an improvement in the number of children on track in the City of Cockburn by 2018.

Outcome 3 - information and engagement

The third outcome area relates to information and engagement. Five strategies were developed to achieve this outcome:

> *Outcome 3 - Children and families Cockburn are well-informed, valued, and involved in decision-making*

The City has a strong commitment to consultation with children via the Children's Reference Group (CRG); however, the group can (and should be) used more widely through the City. In addition, City consultation with children needs to be broader than the CRG and partnerships should be built with schools or outside school hours care (OSHC) services and the like to do this. The role of the CRG is to talk with other children that live in the City, and as such they need to be supported to develop their ability to undertake ethical peer-to-peer consultation.

It is good/best practice in any engagement to ensure the results are adequately fed back to those consulted; and therefore this document should be developed into a child-friendly resource to facilitate children's access to this information.

A new initiative that has been added to this plan for exploration is based on a highly successful and innovative program in the UK which trains children and young people to be 'mystery shoppers' and review services, programs and facilities in the City of Cockburn. The aim of this program is to build an understanding of children as valued customers and develop the skills of children and young people.

Building a community understanding about the value of children's voices and opinions, and promoting positive stories about the fantastic things the children contribute to the community has been added into the plan.

The consultation and review revealed the need for a greater focus on providing information to the hard to reach groups, specifically fathers, grandparents and culturally and linguistically diverse families and children.

As outlined above, a strong theme that emerged from the consultation was around parents wanting more localised events and facilities. A desire for community ownership and involvement also emerged from particularly proactive groups of parents. For example, there is a small group of very active Coolbellup parents who want to pursue the development of a nature play space for children in their community. This plan includes working more closely with community groups to match the skills, knowledge and passion of community members with a small amount of City funding to develop a project. More long term, participatory funding, similar to the high successfully and well-regarded Robin Hood program run by the City of Melville, can be explored.

Finally, as mentioned above, the City does excellent work with children and families and this plan includes actions to facilitate better promotion of this.

Outcome 4 – research and partnerships

The fourth outcome area relates to research and partnerships. Two strategies were developed to achieve this outcome:

> *Outcome 4 - The City of Cockburn is informed of current and best practice research and collaborates effectively to identify and respond to the emerging needs of children and families*

Research and best practice around improving the health and wellbeing of children and families is constantly changing and has many sources. This plan includes a strategy to ensure that the City maintains knowledge around best practice research as it relates to children and families so that it is able to make informed decisions.

There are a number of things that are important to children and families (i.e. schools) that the City is not responsible for, or able to change. The City's role in these spaces is one of advocacy and ensuring that the relevant State or (on occasion), Federal Government departments have access to quality data and are aware of local needs. Examples of areas in which advocacy is needed include: more high schools in the area; a Child Health Nurse new parents group for second time parents, crime and safety, and more in-home support for vulnerable families.

The City is involved with an exciting new Early Years collective impact initiative - *Connecting Community for Kids*. Partnerships and collaborations through this initiative can be used to significantly improve outcomes for vulnerable children and families. The City should continue to explore partnerships and utilise relationships with business and corporations to improve outcomes for families; these partnerships could support project funding, or provide in-kind support for projects and programs.

9. VISION, OUTCOMES AND STRATEGIES

The Children and Families Strategy 2016 - 2021 is made up of three key components:

1. The vision – what we want things to look like in the City of Cockburn
2. The outcomes – what we want to achieve in the City of Cockburn
3. The strategies – how we will go about achieving the outcomes

The table below lists each of the strategies that will be used to achieve the City's vision and outcomes for children and families identified in this plan.

Table 12: The Children and Families Strategy 2016-2021: Vision, Outcomes and Strategies

VISION: Children and families in the City of Cockburn enjoy safe and equitable access to places, activities and support that enable them to thrive			
Outcome		Strategies	
Outcome 1	The City of Cockburn has family friendly facilities and environments which support healthy child development and family/community connectivity	1.1	Create and maintain family-friendly parks and playgrounds using best practice research and a collaborative community approach
		1.2	Support the planning, development, and promotion of accessible and affordable family-friendly facilities
		1.3	Advocate for neighbourhood policies and planning that builds family-friendly communities, supports safety and removes barriers to outdoor play and recreation
Outcome 2	Children and families have access to services, programs, activities, and events that support their health, wellbeing, and quality family time	2.1	Provide and promote a variety of accessible recreation activities, programs, and events for children aged 0 to 12
		2.2	Develop events and activities that provide opportunities for families to spend time together
		2.3	Value and support the role of parents and caregivers by building their knowledge, capacity, and confidence
		2.4	Work collaboratively with all stakeholders to develop the provision of quality child care that meets the needs of parents/caregivers in the City of Cockburn
		2.5	Target services and programs to improve the health and wellbeing of vulnerable children and families
		2.6	Utilise the AEDC data to work collaboratively to improve the outcomes of children living in the City of Cockburn
Outcome 3	Children and families in Cockburn are well-informed, valued, and involved in decision-making	3.1	Continue to develop and implement mechanisms that enable children to be informed and authentically involved in planning and decision-making by the City
		3.2	Celebrate and promote the contribution that children make to the City
		3.3	Develop mechanisms that facilitate the provision of accessible information to children and families, with particular attention to hard-to-reach groups
		3.4	Build and support the capacity of parents/caregivers to develop connections and champion initiatives in their local communities
		3.5	Promote City projects, plans, programs, and services that are innovative or achieve excellence in improving outcomes for children and families
Outcome 4	The City of Cockburn is informed of current and best practice research and collaborates effectively to identify and respond to the emerging needs of children and families	4.1	Build and maintain strong connections with key organisations, institutions, and research bodies that can provide information around current and best practice research related to the wellbeing of children and families

		4.2	Develop partnerships which strengthen the City's ability to respond to the needs of children and families

10. COMMUNICATION PLAN

It is important that this plan is made widely available to the community and as identified in this review, consideration needs to be given to sharing this information both electronically and by hard copy.

The following strategies will be utilised to ensure that the outcomes of the review process are made known to the community and this will encourage more involvement with review processes in the future.

10.1   Distribution of a hard-copy flyer promoting high level outcomes

10.2   Flyer, Informing report and Implementation plan available on the City of Cockburn website

10.3   Limited number of hard-copy flyers available at Community Centres, Libraries and other selected venues

10.4   Media release generated to facilitate interest in the Children and Families Strategy and subsequently as actions are implemented

11. REVIEW

Community members are invited to provide feedback on the Children and Families Strategy 2016-2021 by completing a form developed for this purpose available on the City of Cockburn website www.cockburn.wa.gov.au or hard copies available at targeted City buildings and community centres.

The annual review of the plan will be undertaken with a written update available to the community via the website or in hard copy by request. A comprehensive review of all components of the Children and Families Strategy will be undertaken in 2021

12. IMPLEMENTATION PLAN

VISION - Children and families in the City of Cockburn enjoy safe and equitable access to places, activities and support that enable them to thrive

OUTCOME 1 The City of Cockburn has family-friendly facilities and environments which support healthy child development and family/community connectivity

Strategy 1.1 Create and maintain family-friendly parks and playgrounds using best practice research and a collaborative community approach

#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
1.1.1	Review the *Shade to playgrounds on recreation reserves* policy (PSEW). Communicate new and planned shade provision to the community (annually)	Parks (L) Children's Development Community Development Corporate Communications	Existing resources	2016/17 for priority list Annual communication	• Annual communication to community occurs • Annual budget provision for shade sails	
1.1.2	Conduct a needs analysis and priority list for toilet provision/maintenance in parks (suggested focus - the southern part of Cockburn)	Parks (L) Infrastructure Services Children's Development Disability Access & Inclusion	Resources allocated in Age-Friendly Plan	2017/18 for priority list 2019 -2021 for implementation	• Needs analysis conducted • Priority list complete • Additional toilets provided (as required)	
1.1.3	Review current signage/opening times of toilets (including change facilities) in public open spaces and improve where needed. Communicate opening times of toilets to the community	Infrastructure Services (L) Parks Recreation Services Corporate Comms Disability Access & Inclusion	New (cleaning costs) and existing resources	2017/18 for review Ongoing communication	• Signage/opening time review complete • Signage improved (if needed) • Opening times of toilets communicated to community	
1.1.4	Develop guidelines for Developers installing new playground provision to address the disparity across locations, scope and quality	Parks (L) Strategic Planning (L) Children's Development	Existing resources	2018/19	• Guidelines complete • Guidelines are promoted to Developers	
1.1.5	Investigate the development of a pop-	Children's Development (L)	New resources	2016/17 for	• Program investigated and	

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Strategy 1.1 Create and maintain family-friendly parks and playgrounds using best practice research and a collaborative community approach					
#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
	up loose parts/nature play program and promote to the community (if feasible)	Parks Environmental Services Community Development	for implementation $7,000	investigation 2018/2019 for implementation	developed (if feasible) ● Level of community interest ● Participant evaluation	
1.1.6	Investigate the development of a City-wide play space plan, which develops guidelines and planning principles around the following: accessibility, types of play, nature play, diversity/age appropriate play, water as a play element, managing risk, amenities (toilets, drink fountains, seating); and fencing.	Family and Community Development Manager (L) Parks Children's Development Disability Access & Inclusion	New resources $5,000	2017/18 for Play space plan consultant 2018/19 for development	● Investigation complete ● Play space plan complete (if feasible)	

Strategy 1.2 Support the planning, development and promotion of accessible and affordable family-friendly facilities						
#	**Actions**	**Leader & key contributors**	**Budget**	**Timeframe**	**Measures of success**	**Status update**
1.2.1	Investigate options that will facilitate parent access to coffee carts/food vans (or the like) with healthy food options at playgrounds and children's events in public open spaces	Children's Development (L) Community Development Environmental Health	Existing resources	2016/17 for investigation Ongoing for implementation	• Investigation complete • Parents have increased access to mobile coffee/food vans at events/venues • Information communicated to parents	
1.2.2	Develop and/or promote information to businesses that can assist them to apply child friendly principles	Children's Development (L) Environmental Health Community Development Disability Access & Inclusion	Existing resources	2019/20- Ongoing	• Information developed and distributed	

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Strategy 1.3 Advocate for neighbourhood policies and planning that build family-friendly communities, support safety and remove barriers to outdoor play and recreation

#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
1.3.1	Advocate for the needs and opinions of children and families to be considered in the implementation and/or redevelopment of plans which cover: - Community gardens - Verge development - Pedestrian and pram access - Cycle paths - Traffic management	Community Engagement (L) Children's Development (L) Parks Travel Smart Officer Roads (Engineering)	Existing resources	2019/20- Ongoing	• Children and parents are consulted on a needs/interest basis	
1.3.2	Explore options for partnerships with schools that have vegetable gardens and options for the community	Environmental Services (L) Children's Development	Existing resources	2019/20- Ongoing	• No. of partnerships developed	
1.3.3	Explore a pilot street play program where residents can apply to close their road on a regular basis to facilitate safe street play for children	Community Development (L) Children's Development Engineering	New resources required for pilot $2,000	2017/18	• Pilot and Feasibility study completed	

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OUTCOME 2
Children and families have access to services, programs, activities, and events that support their health, wellbeing, and quality family time

Strategy 2.1 Provide and promote a variety of accessible recreation activities, programs, and events for children aged 0 to 12

#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
2.1.1	Comply with all legislative requirements while continuing to grow and develop quality outcomes for children enrolled in the COC Family Day Care and In Home Care Service	Child Care Services Manager (L)	Existing resources	2016/17 and ongoing	• Increased hours of quality child care provided for children and their families; meet the National Quality Framework (NQF)	
2.1.2	Continue provision of existing services for families including Children's Development, Early Years, Child Care, Cockburn Support Service, Children's Services, Financial Counselling and Library services	Family and Community Development Manager (L) Children's Development Early Years Child Care Services Cockburn Support Service Library	Existing resources including grant funds	2016/17 and ongoing	• Services continue to be funded municipally and via grants	
2.1.3	Review and/or promote the accessibility of existing COC term time/school holiday non-sporting activities/programs for children with disabilities	Disability Access and Inclusion Officer (L) Disability Reference Group (DRG) Children's Development Library Youth Services	Existing resources	2018/19	• More children with disabilities are accessing COC activities/programs	

Strategy 2.1 Provide and promote a variety of accessible recreation activities, programs, and events for children aged 0 to 12					
#	**Actions**	**Leader & key contributors**	**Budget**	**Timeframe**	**Measures of success**	**Status update**
2.1.4	Explore the affordability of non-sporting activities and programs located in the COC for children with disabilities or facing social disadvantage, and the feasibility of developing a subsidy program	Disability Access and Inclusion Officer (L) Disability Reference Group (DRG) Recreation Services Children's Development Youth Services	Existing resources for study New resources required for subsidy and administration approx. $20,000	2016/17 for exploration of affordability 2017/18 for assessing feasibility 2018/19 submit budget proposal if feasible for subsidy	● Complete feasibility study and submit business case ● Submit Budget proposal if feasible	
2.1.5	Investigate the provision or facilitation of a program that is a similar model to BLISSCO for children aged 6 to 9 years	Children's Development (L) Youth Services	New resources required for feasibility study $5,000	2018/2019	● Feasibility study of program for children aged 6 to 9 undertaken ● Budget Proposal and Program developed (if feasible)	
2.1.6	Develop a children's activity that operates on a pop-up basis and is targeted towards vulnerable communities or specific needs	Children's Development (L) Early Years	New resources required $5,000	2017/18	● Activities provided for vulnerable families or those with specific needs	
2.1.7	Review the options for pre-school aged children during the school holidays and either develop a City run program and/or promote other options to families	Early Years (L) Children's Development Library Environmental Services	Existing resources	2018/19 and ongoing	● Review of options complete ● Pre-school age children have access to programs during school holidays	
2.1.8	Increase programming for children and families at Spearwood Library	Library (L)	New resources $10,000	2018/19	● Children and parents are able to access programs at Spearwood Library more regularly	

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Strategy 2.1 Provide and promote a variety of accessible recreation activities, programs, and events for children aged 0 to 12

#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
2.1.9	Explore opportunities to support children and parents with a healthy and safe use of technology (gaming, social media etc.)	Children's Development (L) Youth Services Library	Existing resources	2020/21 and ongoing	• Opportunities for the City to support children/parents are identified and utilised	
2.1.10	Co-ordinate regular school holiday/term planning sessions to collaboratively plan the City's provision for children/parents and identify gaps, minimise calendar clashes and keep informed of provision across the City	Children's Development (L) Early Years Youth Services Library Environmental Services	Existing resources	2016/17 and ongoing	• Regular planning meetings are held	

Strategy 2.2 Develop events and activities that provide opportunities for families to spend time together

#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
2.2.1	Investigate providing small, family-friendly music and other pop up events, using local talent, in suitable locations in the City	Events (L) Community Development	Existing resources	2017/18 for investigation Ongoing (if feasible)	• Feasibility of local pop up events explored • Local talent used (if feasible)	
2.2.2	Explore the potential to partner with the community to host family movies in suitable locations across the City	Community Development (L) Events	Existing resources	2017/18 for exploration Ongoing (if feasible)	• Community hosting of family movies explored • Family movie events occurring in the City (if feasible)	
2.2.3	Facilitate, promote or provide events that draw families together during National Families Week	Early Years (L) Children's Development Library Community Development Cockburn Support Service	New Resources $5,000	2017/18 and ongoing/annual	• No. attending National Families Week activities	

Strategy 2.2 Develop events and activities that provide opportunities for families to spend time together						
#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
2.2.4	Develop and deliver an annual Harmony Week event for the community	Multicultural Officer (L) – Cockburn Support Service (L) Events Library Early Years Co-Health Children's Development Youth Services	New Resources $5,000	2017/18 and ongoing/annual	• Harmony Week event held each year	
2.2.5	Provide an additional Froggy's fun on the Green outdoor play session each week for 4 terms to ensure local early years services are provided in each ward	Children's Development (L)	New Resources $11,000	2017/18	• Third weekly play session is provided every term	

Strategy 2.3 Value and support the role of parents and caregivers by building their knowledge, capacity and confidence						
#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
2.3.1	Collaborate with Child Health Nurses (CHNs) and community organisations to facilitate support for parents who are not eligible for Department of Health new parents' groups	Early Years (L) Children's Development	Existing resources	2019/20	• Parents are able to access parenting support in first three months following birth	
2.3.2	Provide information that assists new parents with the transition from the Child Health Nurse (CHN)-run new parents group into a playgroup	Children's Development (L) Library	Existing resources	2017/18	• Potential new parents' groups receive information	
2.3.3	Administer an annual Customer Satisfaction Survey for key children and family programs.	Children's Development (L) Library	New resources $5,000	2017/18 and ongoing	• Annual survey administered	

Strategy 2.3 Value and support the role of parents and caregivers by building their knowledge, capacity and confidence

#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
2.3.4	Use information from Customer Satisfaction Survey and others to inform City programming for children and parents/caregivers	Children's Development (L) Cockburn Support Service Early Years Library	Existing resources	2017/18 and ongoing	• Survey data is distributed amongst all key stakeholders	

Strategy 2.4 Work collaboratively with all stakeholders to develop the provision of quality child care that meets the needs of parents/caregivers in the City of Cockburn

#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
2.4.1	Regularly review the quality of COC child care service provision and target areas for improvement, especially utilising Australian Early Development Census (AEDC) data	Child Care Services (L) Connecting Community for Kids	Existing resources	2016/17 and ongoing	• COC Family Day Care/In-Home Care staff use AEDC data to support providers of ECEC (Early Childhood Education and Care)	
2.4.2	Liaise and exchange information with childcare centres	Children's Development (L)	Existing resources	Ongoing	• Number of contacts from childcare centres	

Strategy 2.5 Target services and programs to improve the health and wellbeing of vulnerable children and families

#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
2.5.1	Promote transport options that are available to assist parents experiencing isolation to access events and services within the City	Travel Smart Officer (L) Children's Development Early Years	Existing resources	2016/17 and ongoing	• Travel Smart information to community organisations working with vulnerable families • Consider Travel Smart options for City events	
2.5.2	Investigate possible gaps in service and program provision for Aboriginal and Torres Strait Islander families with young children	Aboriginal Comm Dev (L) Children's Development Early Years Connecting Community for	Existing resources	2016/17 for investigation	• Investigation of gaps complete • If gaps exist, these are addressed utilising a	

Strategy 2.5 Target services and programs to improve the health and wellbeing of vulnerable children and families						
#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
		Kids			partnership approach	
2.5.3	Playgroups to be encouraged to be more inclusive of diversity of participants and provide links to resources if needed	Children's Development (L)	Existing resources	2017/18 and ongoing	• Playgroups have resources to help them be inclusive and diverse	
2.5.4	Increase awareness of the importance of infant and children's mental health and wellbeing, and early intervention	Early Years (L) Cockburn Support Service Connecting Community for Kids Disability Access & Inclusion	Existing resources	2016/17 and ongoing	• Parent/caregivers have greater access to information about infant/child mental health	
2.5.5	Ensure healthy food choices are provided at City-run events, services, programs and facilities	Co-Health (L) Events (L) Recreation Services Children's Development	Existing resources	2016/17 and ongoing	• There is an increase in healthy food options at City-run events, services, programs and activities	
2.5.6	Determine need and facilitate new programs and/or access to existing programs for families from Culturally and Linguistically Diverse (CALD) backgrounds	Multicultural Officer (L) Library Children's Development	New resources $5,000	2018/19 and ongoing	• Increase participation for CALD families	
2.5.7	Advocate for a Multicultural Officer position at the City to adequately assess and address the unique need of families from multicultural backgrounds across Cockburn	Manager Community Development (L) Library Strategic Planning Co-Health	New resources – fulltime position already included in the Workforce Plan (2016-21)	2017/18	• Multicultural Officer appointed	

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Strategy 2.6 Utilise the AEDC data to work collaboratively to improve the outcomes of children living in the City of Cockburn						
#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
2.6.1	Improve community understanding of the AEDC data and identify responses	Connecting Community for Kids (L) Children's Development Early Years	Existing resources	2018/19- and ongoing	• COC AEDC results show improvement	
2.6.2	Develop a whole of community action plan to work in partnership with key stakeholders (including Education and Care Services) to improve AEDC results in targeted suburbs	Connecting Community for Kids (L) Children's Development Early Years	Existing and grant funding Resources $5,000 New Resources for targeted responses	2017/18 for plan development 2017/18 and ongoing	• Plan to improve AEDC data in place • COC AEDC results show improvement	

OUTCOME 3
Children and families in the City of Cockburn are well-informed, valued, and involved in decision-making

Strategy 3.1 Continue to develop and implement mechanisms that enable children to be informed and authentically involved in planning and decision making by the City						
#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
3.1.1	Update Children and Families Strategy actions annually	Children's Development (L) Corporate Comms	Existing resources	2017/18	• Annually update in Cockburn Soundings and Cockburn website	
3.1.2	Develop, and distribute a child-friendly version of the Children and Families Strategy (and other documents as appropriate)	Children's Development (L) Corporate Comms	Existing resources	2016/17 for Children and Families Strategic Plan Ongoing	• Child-friendly version of the Children and Families Strategy developed and distributed, including to children in original consultation	
3.1.3	Work with the Children's Reference Group (CRG) to develop a plan for the calendar year which will achieve their goals	Children's Development (L)	Existing resources	2016/17 and ongoing/annual	• Plan developed each calendar year	

Strategy 3.1 Continue to develop and implement mechanisms that enable children to be informed and authentically involved in planning and decision making by the City						
#	**Actions**	**Leader & key contributors**	**Budget**	**Timeframe**	**Measures of success**	**Status update**
3.1.4	Research and provide appropriate training for the CRG around peer-to-peer consultation	Children's Development (L) Youth Services Connecting Community for Kids	Existing resources	2016/17 and ongoing	• Training/guidelines provided for children *if* engaging in peer-to-peer consultation	
3.1.5	Ensure consultation with a diverse group of children through developing partnerships with schools, Out of School Hours Care and other services	Children's Development (L)	Existing resources	2019/20	• Consultations conducted with a diverse range of children	
3.1.6	Advocate for a whole of City approach to consulting with children including the CRG, when planning and developing events, programs, services and facilities that affect children	Community Engagement Officer (L) Strategic Business Managers Group (SBMG)	Existing resources	2017/18 and ongoing	• Children are regularly consulted when planning and developing events, programs, services and facilities that affect children	
3.1.7	Involve Children's Development and/or consult with children (including the CRG) in the development of all new playgrounds and play spaces	Parks (L) Children's Development (L) Recreation Services	Existing resources	Ongoing	• Children's Development and/or children are consulted every time a new play space is developed, or significantly re-developed in line with the Play Space Plan	
3.1.8	Provide opportunities for children to review City of Cockburn facilities, events, programs and services	Children's Development (L) Recreation Services	Existing resources	2020/21 for the investigation	• Opportunities to review provided	

Strategy 3.2 Celebrate and promote the contribution that children make to the City						
#	**Actions**	**Leader & key contributors**	**Budget**	**Timeframe**	**Measures of success**	**Status update**

Strategy 3.2 Celebrate and promote the contribution that children make to the City					
#	**Actions**	**Leader & key contributors**	**Budget**	**Timeframe**	**Measures of success**	**Status update**
3.2.1	Promote outstanding achievements of children in the community, including the work of the CRG	Children's Development (L) Corporate Comms	Existing resources	2016/17 and ongoing	• Children's achievements are profiled in COC material and the media	
3.2.2	Recognise the volunteer work of the CRG during National Volunteer Week	Volunteer Resource Centre (L) Children's Development	Existing resources	2016/17 and ongoing	• CRG members receive annual recognition	

Strategy 3.3 Develop mechanisms that facilitate the provision of accessible information to children and families, with particular attention to hard to reach groups					
#	**Actions**	**Leader & key contributors**	**Budget**	**Timeframe**	**Measures of success**	**Status update**
3.3.1	Ensure the COC website is family-friendly and provides easy access to information on programs and events for children and families	Corporate Comms (L) Disability Access & Inclusion Children's Development Early Years Cockburn Support Service Child Care Services	Existing resources	2016/17 and ongoing	• Website is kept up to date and provides easily accessible information	
3.3.2	Improve the access of families with English as a second language (including Auslan) to COC services	Multicultural Officer (L) Corporate Comms Disability Access & Inclusion	New Multicultural Officer and Requires further investigation	2017/18 and ongoing	• Suitable options for translation/interpreting has been investigated • Monitor the success of the provision of interpreting/translation services	
3.3.3	Roster a City officer to attend City Citizenship Ceremonies and promote services to CALD families	Cockburn Support Service (L) Multicultural Officer (when funded)	Existing resources	2016/17 and ongoing	• CALD families receive information at each event	

#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
3.3.4	Partner with Fremantle Multicultural Centre (FMC) to provide COC information relevant for children and families to newly arrived parents/caregivers	Children's Development (L) Multicultural Officer (when funded) Early Years	Existing resources	2016/17 and ongoing	• FMC provide COC information for children and families to newly arrived parents/caregivers	
3.3.5	Partner with community organisations to improve engagement with fathers	Early Years (L) Cockburn Support Service Children's Development	Existing resources	2016/17 and ongoing	• City services and community organisation report more fathers are engaged in programs events	

Strategy 3.4 Build and support the capacity of parents/caregivers to develop connections and champion initiatives in their local communities						
#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
3.4.1	Support Connecting Community for Kids in building the capacity of parents/caregivers to develop connections and champion initiatives in their local communities.	Connecting Community for Kids (L) Children's Development Early Years	Existing resources	2017/18	• Connecting Community for Kids evaluation completed	
3.4.2	Explore the development of a participatory funding program that supports communities to take ownership of and respond to local issues	Grants & Research Officer(L) Community Engagement Children's Development	Existing resources	2017/18	• Feasibility of a participatory funding program is explored	

Strategy 3.5 Promote City projects, plans, programs, and services that are innovative or achieve excellence in improving outcomes for children and families						
#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
3.5.1	Pursue opportunities to present at forums or conferences	Family and Community Development Manager (L) Manager Community Development	Existing resources	2016-17 and ongoing	• COC initiatives are presented at forums or conferences	

| 3.5.2 | Apply for award opportunities that provide recognition to the City | Children's Development (L) Grants and Research | Existing resources | 2016/17 and ongoing | • Awards applied for as appropriate | |

OUTCOME 4

The City of Cockburn is informed of current and best practice research and collaborates effectively to identify and respond to the emerging needs of children and families

Strategy 4.2 Develop partnerships which strengthen the City's ability to respond to the needs of children and families

#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
4.2.1	Participate in the Connecting Community for Kids (CCK) Joint Leadership Team and working groups	Children's Development (L) Manager Community Development Family and Community Development Manager Early Years	Existing resources	2016/17 and ongoing	• CCK meetings attended	
4.2.2	Request Department of Health to support a two-way partnership where Children's Health Nurses (CHN) are resourced to collaborate with the COC and other agencies	Connecting Community for Kids (L) Children's Development (L) Early Years	Existing resources	2017/18 and ongoing	• There is an increase in CHN • Collaboration with the City • Research informs practice	
4.2.3	Inform and advocate on key issues related to children and families living in the City of Cockburn, to State and Federal Government	Children's Development (L) Connecting Community for Kids Family and Community Development Manager	Existing resources	2016/17 and ongoing	• Communications with State and Federal Government occur on key issues	
4.2.4	Pursue grant opportunities to respond to the needs of children and families	Children's Development (L) Early Years Grants & Research Officer	Existing resources	2016/17 and ongoing	• Grants are applied for, where appropriate	

Strategy 4.1 Build and maintain strong connections with key organisations, institutions, and research bodies that can provide information around current and best practice research related to the wellbeing of children and families

#	Actions	Leader & key contributors	Budget	Timeframe	Measures of success	Status update
4.1.1	Regularly review information from key children's research organisations	Children's Development (L) Early Years	Existing resources	2017/18 and ongoing	• Sources are regularly accessed	

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APPENDIX A – CONSULTATION DATA
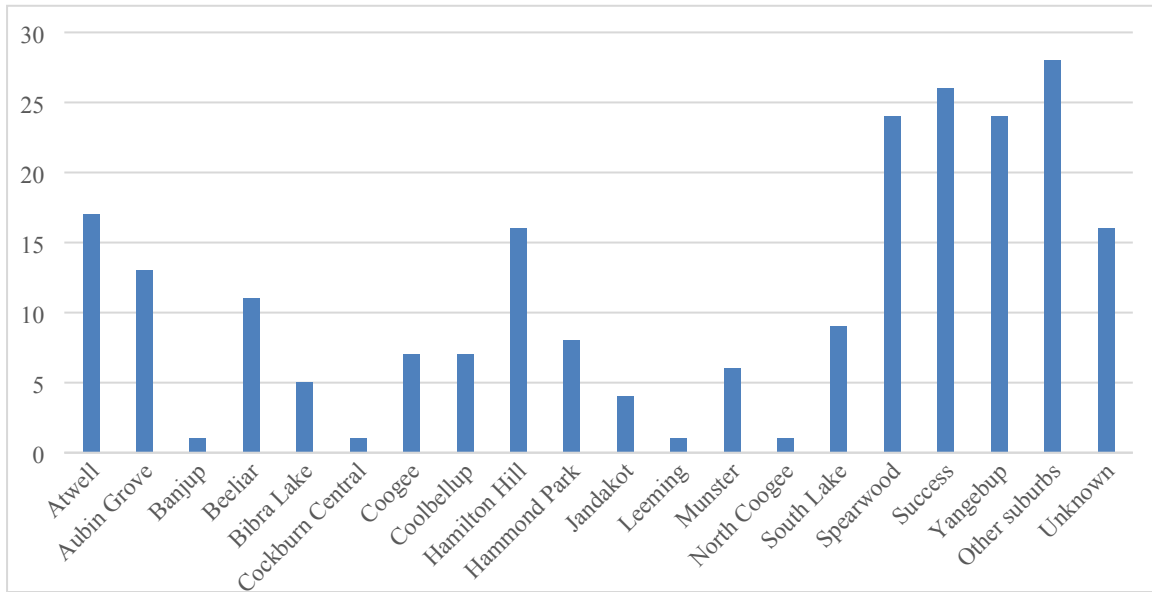
Figure 1: Number of postcards received by suburb

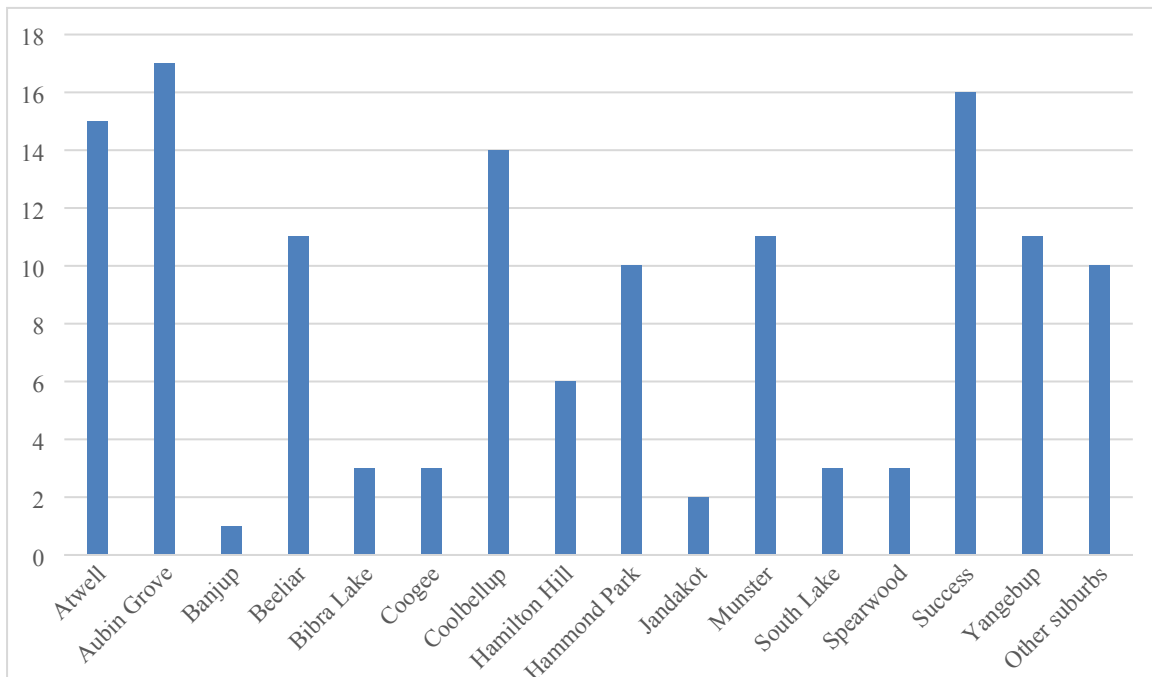*Figure 2: Number of surveys received by suburb*

Table 13: Number of responses to the questions in public places strategy by location and question

	Spearwood Library	Success Library	Coolbellup Library	TOTAL
Question 1 – information	15	18	24	**57**
Question 2 – parenting	16	7	10	**33**
Question 3 – places	15	11	14	**40**
Question 4 – access	8	1	11	**20**
Question 5 – other examples	6	0	7	**13**
Question 6 - health	4	6	6	**16**
TOTAL	**64**	**43**	**72**	**179**

Figure 3: Children's collective responses to the like/dislike running game
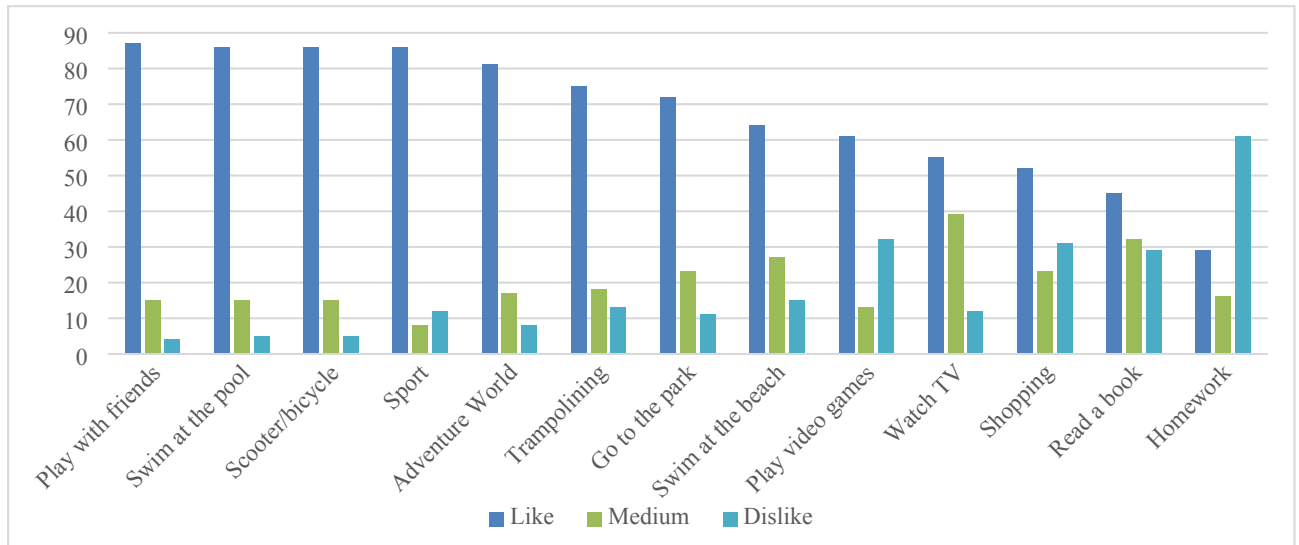

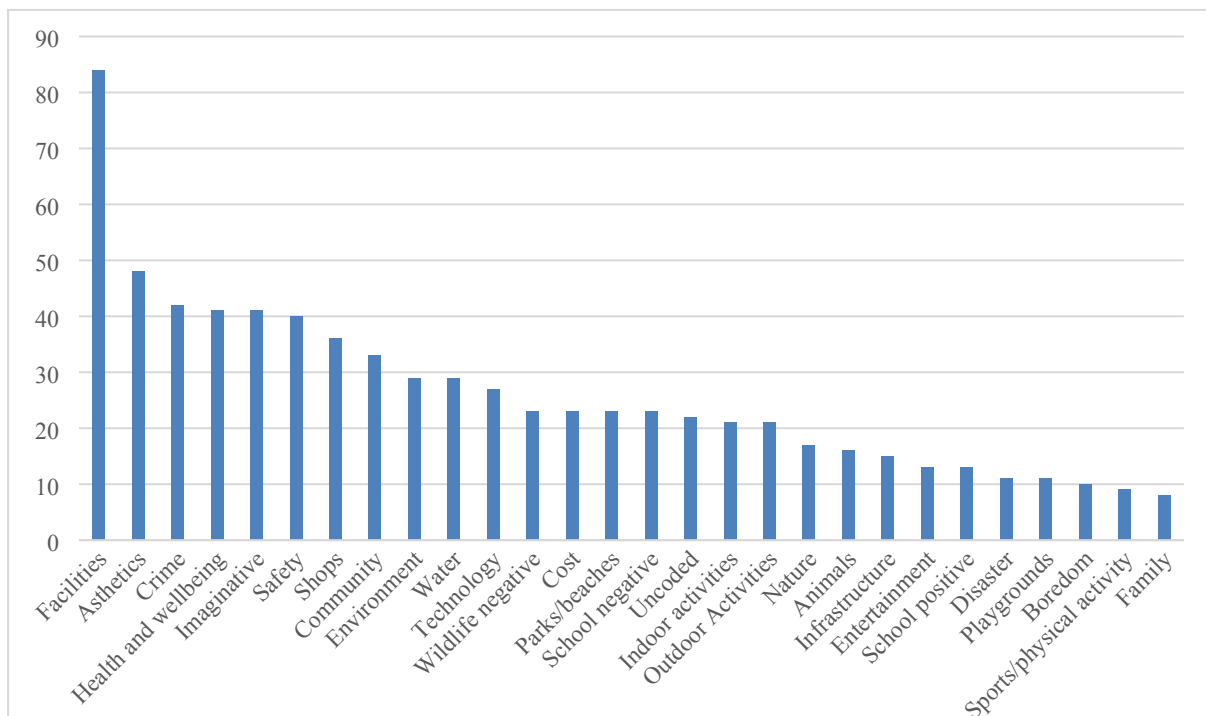*Figure 4: Children's coded responses to the utopia/dystopia visioning exercise*

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Table 14: Children's responses to the utopia/dystopia brainstorm visioning exercise

Code	#	Description	Examples
Facilities	84	The responses within this category were quite varied, but all related to the children's desire for fun places to do activities they enjoyed. The majority of the answers are in response to the utopia question	"Swimming pool – better facilities" (utopia) "Laser tag" (utopia) "Waterparks, skate parks, ice rinks" (utopia) "A new or better skate park" (utopia) "Trampolines everywhere" (utopia) "Indoor skate park please" (utopia) "Zoo" (utopia) "Mazes" (utopia) "A reading place that's silent" (utopia)
Aesthetics	48	These responses related to the aesthetic look and feel of the City, most were in response to the dystopia question, with not wanting it to be dark, dirty, smelly and uncared for	"Untidy, no care" (dystopia) "Smelly and dreary" (dystopia) "Dark place to be" (dystopia) "Dead lights" (dystopia) "No rubbish bins" (dystopia)
Crime	42	Responses under this category, were again often some of their initial responses to the dystopia questions. Some facilitation helped children move on from some of the more dramatic crime scenarios (axe murderer) to things that actually concerned them	"Infested by criminals" (dystopia) "Bombs and guns" (dystopia) "Terror attacks" (dystopia) "No robbery" (dystopia) "Lots of drunk people" (dystopia) "Government saying you are allowed guns without a license" (dystopia) "Lots of drugs" (dystopia) "Stolen cars" (dystopia) "Stealing kids" (dystopia)
Health and wellbeing	41	Many responses under this category related to concerns for a lack of food, water or access to things that ensure survival. A few others related to medical care	"Dirty water" (dystopia) "No food or water" (dystopia) "No hospitals" (dystopia) "The only food is fast food" (dystopia) "Exercise for kids" (utopia)
Imaginative	41	There were lots of fabulous creative responses that children made to this activity. These answers are not especially useful in terms of planning, but were fun to read	"Everything made of marshmallows" (utopia) "Robotic house" (utopia) "Zombie apocalypse with guns" (dystopia) "Robot that cleans your house" (utopia) "Reduced gravity" (utopia) "Pillowland" (utopia)
Safety	40	Responses related to safety and feeling safe were recorded frequently. In some instances this related to crime, but other times this related to activities or facilities	"Unsafe schools" (dystopia) "No bullying" (utopia) "More police stations" (utopia) "No safety signs / not enough" (dystopia) "No bullies" (utopia) "Old slides" (dystopia)
Shops	36	All of these responses related to wanting some kind of particular shop or food outlet in the City, a few related to shopping facilities more generally	"American candy store" (utopia) "Our own skate shop" (utopia) "Toy store" (utopia) "Bigger shopping centre" (utopia) "More shops in Coolbellup" (utopia)
Community	33	Responses under this category were a little more varied, but often related to wanting the community to feel nice, be cohesive and showed the desire for the wellbeing of others	"Everyone's poor and there are no jobs, which makes people homeless, starving, broke and sick" (dystopia) "A mix of things for everyone" (utopia) "No racism" (utopia)

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			"More interactive places for families" (utopia) "Homeless shelters" (utopia) "Old people's homes" (utopia) "No celebrations" (dystopia)
Environment	29	A significant number of children demonstrated a concern for the environment. These responses related mostly to pollution and car use, but also to wildlife	"Polluting factories/pollution" (dystopia) "No global warming" (dystopia) "No petroleum cars" dystopia) "Dead wildlife" (dystopia) "Solar panel cars and moon panel cars" (utopia)
Water	29	Desire for things with a water element was so common, that this has been recorded as a separate category, even though many of the responses have overlap with some of the above	"Inflatable things in the water" (utopia) "Waterslides" (utopia) "Water park full of water so we can play in it" (utopia) "More pontoons" (utopia) "Swimming" (utopia) "No water" (dystopia)
Technology	27	Responses in this category were mostly around a lack of technology being dystopian	"No iPads or phones" (dystopia) "No social media" (dystopia) "No TV" (dystopia) "No Wi-Fi" (dystopia) "More video games" (utopia)
Wildlife negative	23	These responses were mostly in response to the dystopia scenario, many were the initial responses from the children before they delved deeper and often delved into the slightly fantastical	"Snakes on the loose" (dystopia) "Rats" (dystopia) "Flies everywhere" (dystopia) "Loose dogs" (dystopia) "Sharks in the beach" (dystopia) "No stingers, no sharks" (utopia) "No mosquitos" (utopia)
Cost	23	There were a number of references to children's desire for things to be free, low cost or more affordable	"Free concerts" (utopia) "Everything free" (utopia) "Cheap land" (utopia) "Cheap theme parks" (utopia) "Free food" (utopia)
Parks/beaches	23	Responses in this category all related to public open spaces and to other natural areas, such as beaches	"More cool parks" (utopia) "A big oval for kids" (utopia) "No beaches" (dystopia) "Clean beaches" (utopia) "A beach library" (utopia)
School negative	23	There were both negative and positive responses regarding school. These have been coded differently as they are quite distinct	"Extra mean and stricter teachers" (dystopia) "No home work" (utopia) "All day school" (dystopia) "10x home work" (dystopia) "If there was no school" (utopia) "24 hours of school 7 days a week" (dystopia)
Indoor activities	21	Responses in this category related to things children like to do that are indoors, some were more sport related, some were play/activity related	"I really want to read books at the library" (utopia) "Indoor basketball" (utopia) "Board games" (utopia) "Cooking" (utopia)
Outdoor Activities	21	Responses in this category related to things children like to do outdoors, such as sports or play/activity related	"Activities at beaches" (utopia) "Fishing" (utopia) "Snorkeling" (utopia) "No scooters" (utopia) "If I had a tree fort" (utopia)

Nature	17	A number of the responses in this category related to a utopian vision of the City, wanting more greenery, with a number of mentions of plants for food	"More nature places and trees" (utopia) "Fruit parks" (utopia) "Fruit trees" (utopia) "No grass or plants" (dystopia) "Unsafe plants" (dystopia)
Animals	16	These responses related to children liking animals and wanting contact with them and for them to be protected	"Animal farm for people to touch and see lots of cute animals" (utopia) "No pets allowed" (dystopia)
Infrastructure	15	There were ideas that children would like to see that related to City infrastructure (both big and small)	"Bike paths (not many)" (dystopia) "More jetties" (utopia) "Unsafe paths and roads" (dystopia) "No traffic lights" (dystopia) "More drink fountains" (utopia) "Too much turned into carparks" (dystopia)
Entertainment	13	Responses in this category related to mostly passive activities that children said they would like to participate in	"Outdoor movies" (utopia) "More music concerts" (utopia) "Outdoor movies on an oval or near the shops" (utopia)
School positive	13	As above	"No school fees" (utopia) "No school" (dystopia) "I really like to go to school" (utopia)
Disaster	11	Some of the responses to the dystopian questions related to natural disasters, a few which could be potential threats	"Bushfires" (dystopia) "Fires everywhere" (dystopia) "Thunder and lightning" (dystopia) "Earthquakes" (dystopia)
Playgrounds	11	A small number of children expressed their thoughts on playgrounds, separate from parks	"A safety playground would be a happy and safe place because there is a gate and playgrounds" (utopia) "A boring playground" (dystopia)
Boredom	10	Some children talked about Cockburn being dystopian if it was unexciting with no new things to do or if adults were too restrictive	"No exciting places for people" (dystopia) "Every adult is strict and boring" (dystopia) "No activities" (dystopia) "Not allowed to colour" (dystopia)
Sports/physical activity	9	These responses were separate for the desire for facilities, and specific outdoor or indoor activities – they are mostly sport-related	"Easy access to sport equipment" (utopia) "If there was a kids sports centre" (utopia) "Free pushbikes" (utopia) "No local sports clubs" (dystopia)
Family	8	Most responses related to family, and were about spending more time with their family	"Families have holidays" (utopia) "More family gatherings" (utopia) "Too many babies and annoying brothers and boys" (dystopia)
Uncoded	22	Responses were undecipherable or not meaningful for the purposes of this project	n/a

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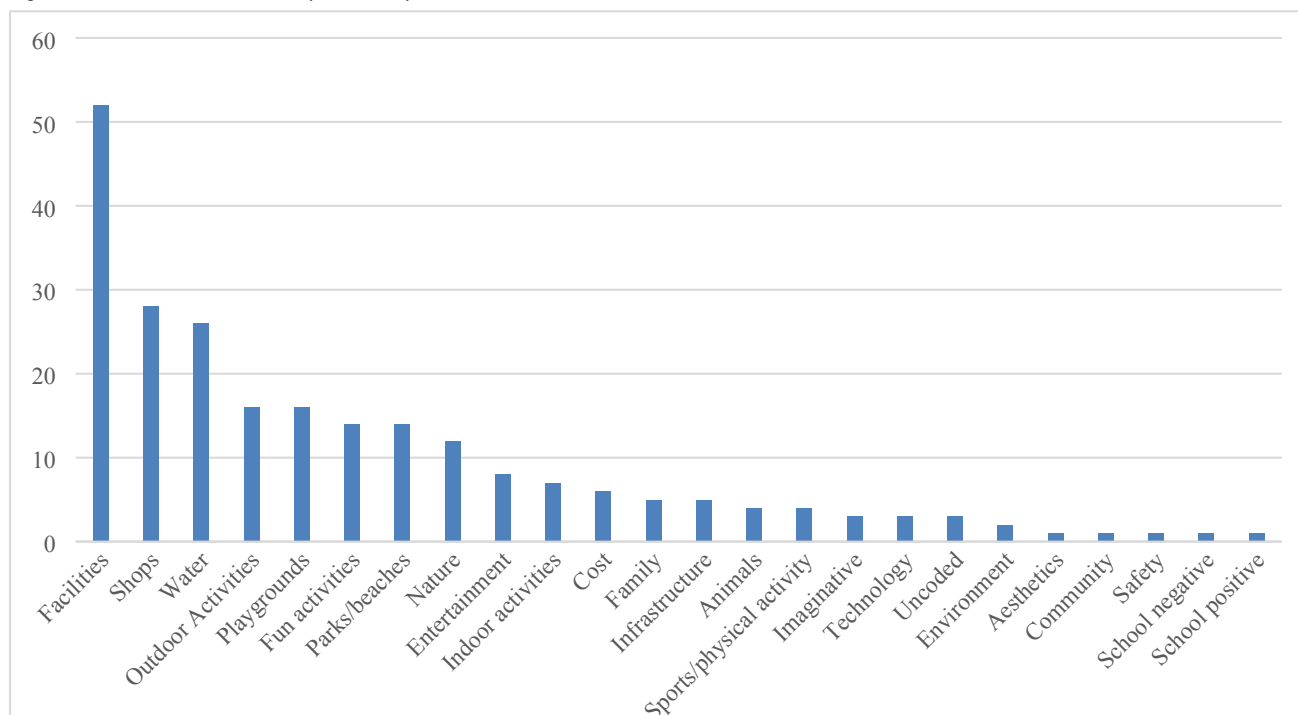*Figure 5: Children's coded art competition responses*

Table 15: Children's responses to the art competition

Code	#	Examples
Facilities	52	"Golf course, playground, tennis courts, Go Kart race track, cricket pitch, swimming pool" "A human maze that is 10 metres tall, which is a hedge. You can't get through the hedge as there is a fence inside. If you complete the maze you get free ice-cream." "Skate park, Go-karting, pool, footy oval, laser tag - I would love to live in Cockburn if it was like this" "Obstacle course, BMX track, Motor Cross, BMX, Pool, skate park" "Kids having fun in my picture. I have got a theme park with lots of rides. Starbucks to relax, day care for little siblings, a maze that you can get lost in, a roller-skating ring and a wildlife park for kids who love animals"
Shops	28	"My picture is about a kids' store. I think there is not enough kids shops in Gateway and other shopping centres, they just focus on the adult shops"
Water	26	"A pool with a wave machine" "An awesome water park with water slides and diving boards, guarantees to put smiling faces on children"
Outdoor Activities	16	"Obstacle course, BMX track, Motor Cross, BMX, Pool, skate park" "Having big beach balls to play with on the beach"
Playgrounds	16	"A wet and dry playground and like a mini Adventure World, Kids will love playing here and parents will love sitting and reading a book or laying down in the relaxation area. Kids will love it here" "Place for kids who like this kind of stuff. I think kids will like this playground, activities and like ice-cream and playground and pool, recycling station and a roller-coaster" "A 24-hour playground"
Fun activities	14	"Kids and adults having fun wherever they go. There is a target you can get free things, there is a nice relaxing café, a gigantic water slide, a pool where you can swim however you like and much more. Come and have fun families. Go on!" "A happy city with lots of toys and fun places, café, slides, cinema, shakes, toys, museum, ToysRUs, aquarium, zoo, art, minecraft, pizza (good image) - here have everything a kid needs"

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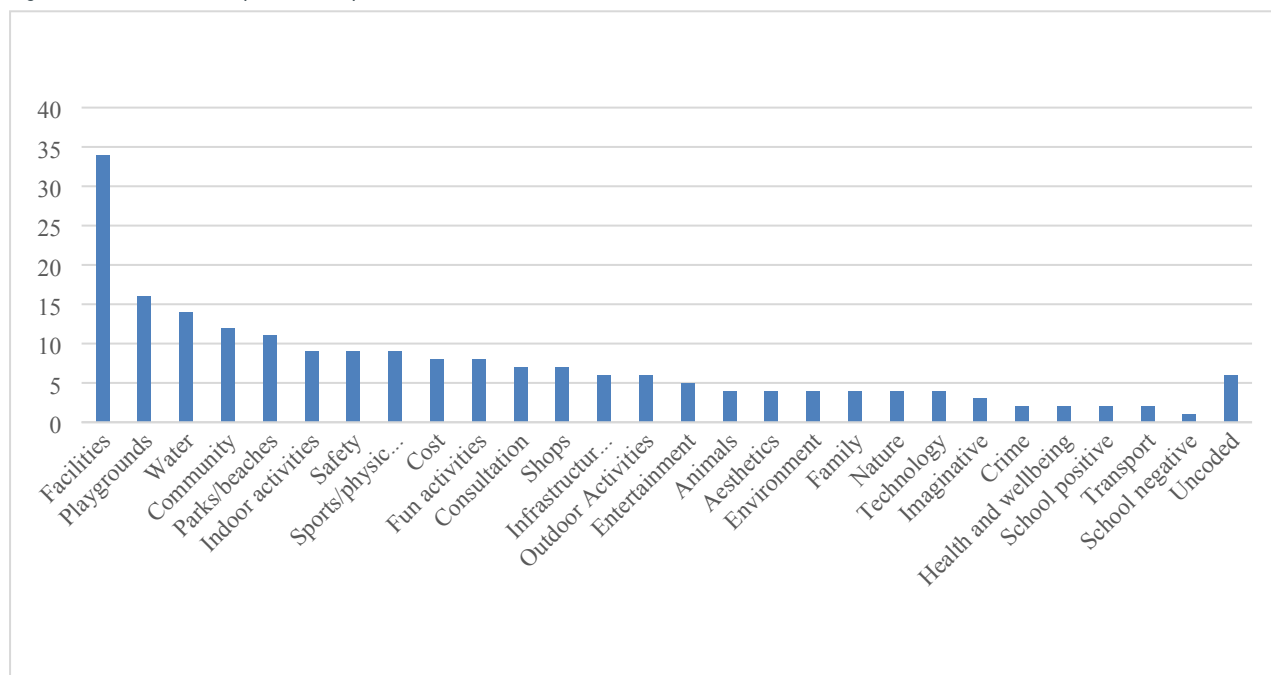| Parks/beaches	14	"I think we should have an oval, more parks and apartments, mostly in Hammond Park" "Dog park"
Nature	12	"Community garden for kids. City of Cockburn would be the perfect place for kids if there were more kids' community gardens. Kids would learn to grow fresh fruits, flowers and vegies. Tree houses and scarecrows should also feature in the gardens" "Playground, apple trees, water place, petting zoo, communal veggie garden, fish"
Entertainment	8	"Outdoor movies sponsored by kids"
Indoor activities	7	"How we can have fun in the City of Cockburn, it would have a Smiggle store, Time zone, free Lego building and a water slide"
Cost	6	"The flying fox is $5 for kids. Adults $8. open from 6am to 10pm - In the morning old people can walk. Mango farm and you can pick. The water fountain closes and you run to the other side and the fountain turns on before you get wet. Roller-coaster is free and $5 for adults" "There is a Target you can get free things"
Family	5	"You can drop your kids off and go and do your shopping while your kids are at my ultimate kid's area. It's free."
Infrastructure	5	"Areas in Cockburn that are natural with nesting boxes and footpaths for people and bikes" "Easy road access to everywhere"
Animals	4	"A petting animal zoo, with sheep, dogs, rabbits, hamsters, goats, turtles and some bearded dragons"
Sports/physical activity	4	"Nerf combat, rugby field, soccer field, go kart, baseball stadium, skate park"
Imaginative	3	"The future because I think that everything will change, like hover boards, floating McDonalds, all sorts of flying things"
Technology	3	"People playing on the computer games with family and friends. Some online games called League of Legends (list of other games). You can also play internet games. Computer game shop"
Uncoded	3	n/a
Environment	2	"Kids play care - helping kids get fit and have no parents to boss you around. All of us kids will recycle and take care of our home!"
Aesthetics	1	"If there was to be a swing that light up big bright letters by swinging, maybe it would be fun and inspirational. I think DREAM is perfect."
Community	1	"I would also make it a place people could work if they had no job."
Safety	1	"A safe environment for Cockburn including 24-hour music stage, stadium, ice-arena and famous gardens"
School negative	1	"An empty school that no-one attends"
School positive	1	"A toy shop, a lolly shop and a school"

Figure 6: Children's coded postcard responses

Table 16: Children's responses to the children's postcard

Code	#	Examples
Facilities	34	"I would make more things like Adventure World or Butterfly Park, Water World and things like that" "I would make there be more soccer pitches and more skate parks" "I would build an art learning centre for people to do art" "Get people to build a sports stadium for soccer" "Skate park in Beeliar for the people to have to travel so far and we can just ride here" "Make a basketball court with skate park with soccer goals and football goals" "I would add a Jungle Gym and add a cinema. I would also like to add a crazy water slide like the ones at Adventure World" 'Build indoor centres with indoor skate parks and gyms for kids and adults All ages at youth centre"
Playgrounds	16	"I would add a big adventure playground" "Update the playground in MacFaul Park in Spearwood. It's very old and has no slides" "I would make a safety playground that will have a gate, exercise equipment and a playground" "Make a giant playground where you can make mud pies and swim safely (not deep)"
Water	14	"Make more water plazas" "Make lots of swimming pools/water play" "Water playground"
Community	12	"More houses for people living on the streets" "I would get things that are actually necessary and that people really want" "To help give single mums money - they take money off them" "More houses for the poor and make more hospitals and fire engines"
Parks/beaches	11	"I would make more parks with a big oval" "I would make it a better place by adding new parks, beaches, family places and places that make people happy" "I would put in a trampoline park next to the beach" "Add more cafés and parks"
Indoor activities	9	"Lego club at Spearwood Library every week"

		"Giant puzzle, safe and inflatable" "Make lots of Lego, world made of Lego, lots of fun Lego, building Lego, Lego!"
Safety	9	"Get more security and protection" "Laws to make less dangerous stuff" "I would make Cockburn a better place by making better security" "Put street lights up around our suburbs to prevent car accidents"
Sports/physical activity	9	"I would make more kids areas to make a better future for Cockburn and more fitness areas" "Sponsor and help out sporting clubs" "More basketball courts" "Make a basketball court with skate park with soccer goals and football goals"
Cost	8	"I would let everyone get one free thing every day" "Cheaper taxes" "Have more free community events that is open to all ages"
Fun activities	8	"I would make Cockburn have lots of fun things to do" "BLISSCO should have more activities and we should have comps at BLISSCO" "Try add things like some fun activities and also good family activities for when family from different places come so we can show them and do it with them"
Consultation	7	"I would like to know what people want" "Listen to people" "Get some information about what people want" "A box to put slips of paper regarding an invention or idea and Council members read and discuss"
Shops	7	"I would make shops or fast foods that have never been seen in Australia, for example Taco Bell. I would like also to have fun kids' things for example Toys R Us more shopping centres, more shops"
Infrastructure	6	"I would have more drink fountains and toilets around the area. Have all the playgrounds around the area to have maintenance" "Build more houses" "Some more bins for Cockburn and more public toilets"
Outdoor Activities	6	"A giant game, like snakes-and-ladders at the beach" "A giant game, a flying fox, ice-cream, a bushwalking rainbow" "Playground, a giant water gun"
Uncoded	6	n/a
Entertainment	5	"I would add outdoor movies on ovals and have a theatre to watch shows" "I would build more entertainment for family and build this. That will benefit the Cockburn community"
Animals	4	"I would love to make a pet shelter" "More activities on farms to play with animals"
Aesthetics	4	"Make everyone to pick up more rubbish" "Make Cockburn a more modern place to live"
Environment	4	"I would make it the best place by having a recycled playground made out of plastic bottles, metal and rubber. There would be heaps of recycled robots" "No smog and no factories" "Less greenhouse gases"
Family	4	"Follow my family traditions to allow everyone to be happy and to speak and vote"
Nature	4	"I would plant lots of trees and flowers – everywhere" "More nesting boxes" "An orchard, picnic spot, nature play"
Technology	4	"Make PS4 places everywhere to everyone would play it" "Videogame tournaments"
Imaginative	3	"Build a castle with motorbikes"
Crime	2	"No robbery" "Build a bigger prison and whoever has a bad criminal record give them life"

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Health and wellbeing	2	"I would ban people smoking inside houses if they have kids, so they don't get their kids sick" "Healthy living, not so much rubbish on the floor. Get some sponsors and get helpers for sporting clubs and events"
School positive	2	"Help the schools or build new schools for the less fortunate"
Transport	2	"Make more transport for the people"
School negative	1	"No school"

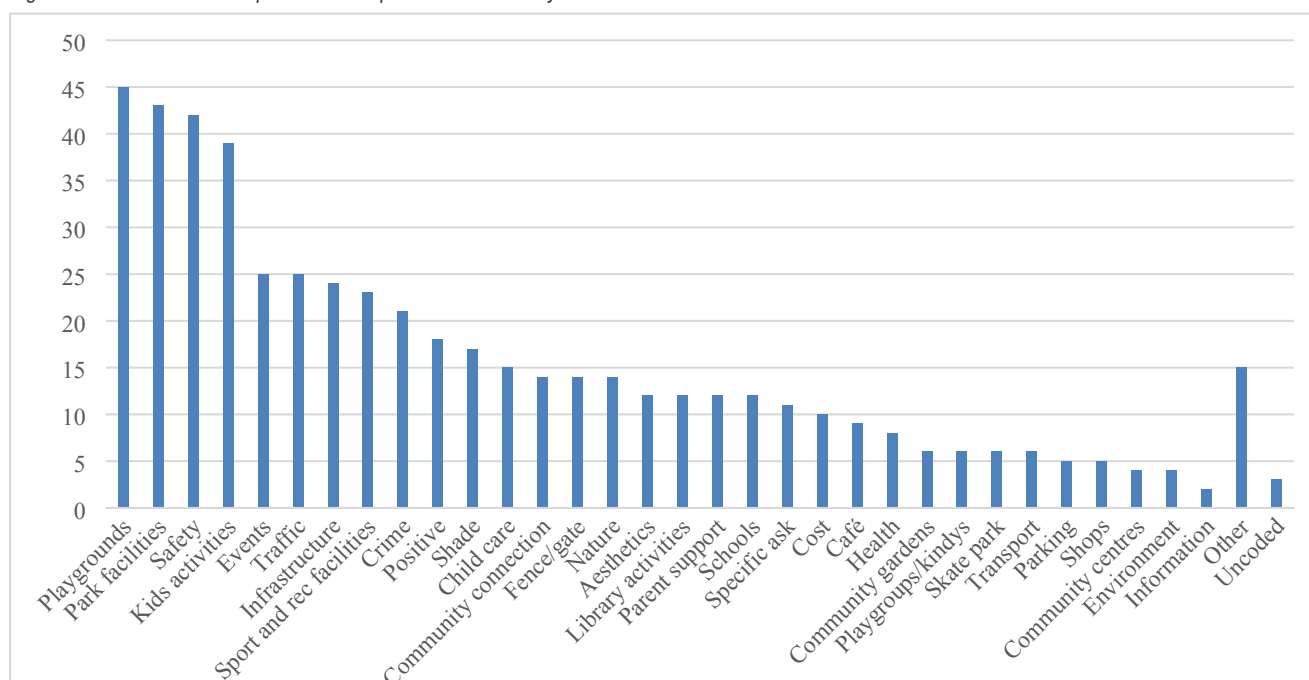*Figure 7: Parent's coded responses to the postcard and survey*

Table 17: Responses to the postcard and survey grouped into themes

Theme	Codes	Number
Positive feedback from the community	Positive	18
Parks, playgrounds and outdoor spaces	Playgrounds	45
	Park facilities	43
	Fence/gate	14
	Shade	17
	Café	9
Community safety and crime prevention	Safety	42
	Crime	21
Activities and events	Kids activities	39
	Events	25
	Library activities	12
Community facilities	Sport and entertainment	23
	Skate park	6
	Community gardens	6
	Community centres	4
Planning and infrastructure	Infrastructure	24
	Nature	14
	Aesthetics	12
	Shops	5

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Roads, traffic and transport		Traffic	25
		Transport	6
		Parking	5
Child care, kindergartens and schools		Child care	15
		Schools	12
		Playgroups/kindys	6
Community spirit and connection		Community	14
Health and support		Health	8
		Parent support	12
		Information	2
Affordability		Cost	10
Environment		Environment	4
Other		Other	16
Specific asks[14]		Specific asks	11

Table 18: How parents like to find out about information

Method	#
Email	14
Facebook	10
Posters/flyers	7
Website	7
Community newspapers	5
Word of mouth	4
SMS	3
App	2
Internet	2
City staff	2
Cockburn Soundings	2
School newsletters	1
Letter box drop	1
Child Health Nurse	1
Blog	1
Signage at Manning Park	1
Events	1
Mail	1

Table 19: Responses to the question asking what would make parenting easier

Method	#	Examples
Kids activities and facilities	21	*"Toy library open longer or during the week"* *"Library activities every day of the week"* *"Multilingual Pram Jam"* *"Weekly Pram Jam at Spearwood Library (multiple requests for this)"* *"Activities for babies and toddlers in the school holidays"*
Child care and kindy	6	*"More quality day-cares in Spearwood"* *"Three-year old kindy's in Spearwood"* *"Access to affordable child care services"*
Parent support	4	*"Older women in the community who love children but don't get the opportunity to help others (mums with children) may wish to volunteer in the home, shopping. I think Rec Cross has this program"* *"Home help cleaning up"*

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[14] This code was used for very specific things that people wanted to happen that fell outside of other categories

		"Behaviour management techniques" *"More supportive family members and friends who understand when your toddler is messy or not eating his lunch or dinner"*
Playgrounds and parks	3	*"Gated playgrounds and sun sails everywhere"* *Natural playground with shade would be great"* *"Play areas in shopping malls"*
Other	4	*"Less outside pressures – financial, work etc."* *"More locations for group activities for people who do not have access to cars or use public transport"* *"A decent public secondary school"*

Table 20: What places, activity or service are important to families?

Place, activity or service	#
Library services and activities	27
Froggys	7
Parks and playgrounds	5
Festivals	3
Family Day Care	2
Playgroup	1
Leisure centre/pool	1
Child Health Nurse	1

Table 21: What makes is difficult to access services, venues or activities?

Access issue	#
Parking	6
Timing	5
Child minding / no crèche	3
Not repeated enough	2
Cost	1
Transport	1
More notice	1
Overcrowding	1